

Special Topics: Web Photographic Portfolio – PHT4040-A

Winter 2013 Syllabus (revised 1/13/13)

Class Sessions: Tuesdays, 9am – 12:50pm in Room 248

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Office Hrs: In person by appointment, otherwise please use email

Course Description:

Create your own professional online portfolio by learning Web Design! Students start by clarifying the goals for their site and throughout the course learn industry standard web production processes and technologies including HTML, CSS, information architecture, site-maps, page layout theory, designing interface elements, and preparing images and pages for online publishing via FTP. Students will also learn techniques to smooth the workflow and learn to create sites that are easy to maintain using a dedicated web-hosting service. Customized designs are fleshed out in Adobe Photoshop using each student's own photographs and interface elements. Your finished website, user tested and optimized for search engines and web browsers will be assembled in Adobe Dreamweaver. By the end of the semester the site will be published online and ready to show your work to the world!

Course Competencies:

Upon successful completion of this course, students should be able to:

- Identify the goals and audience for creating a website
- Explain how the internet works with regard to creating and viewing websites
- Work through the planning and building stages of website from beginning to end
- Create and Identify user friendly website interfaces
- Work with professional web-hosting and domain registration services
- Manage simple “backend” tasks such as accessing hosting accounts and monitoring statistics
- Gather, create and prepare all content (text and images) for web-publishing
- Structure content for the website in a way that makes it easy to use on the site
- Effectively track and manage all files used in the creation of a website
- Use Adobe Dreamweaver CS5 proficiently to build a website using common “Web Standards”
- Use HTML code effectively to create and/or modify web pages
- Use CSS code effectively to control design elements on their site
- Use FTP to publish their website to a remote web-server
- Explain the advantages and disadvantages of using technologies such as Flash or Javascript
- Effectively test a website for bugs and usability

Textbooks:

Required:

HTML & CSS: Design and Build Websites by Jon Duckett. ISBN# 978-1118008188

Recommended:

CSS The Missing Manual, by David Sawyer McFarland

CSS Mastery: Advanced Web Standards Solutions by Andy Budd, Cameron Moll & Simon Collison

Required Supplies and Materials:

- An email address
- A web-hosting service of your choosing
- A domain name of your choosing
- Any form of portable media that you can use to easily store and retrieve your work each class
- Your own graphics, text and images to be used on the website you will build

Departmental Policies

Critique:

Critique is one of the most important processes that you will participate in during your education and throughout your life. You are responsible for the completion of all projects prior to scheduled critique sessions. In-class critiques are all-inclusive and require full class participation. All students must participate by actively engaging with work and offering constructive criticism. Critiques address both conceptual and technical execution of the work presented. Work that is incomplete will not be addressed during critique. All work must be completed by the due date.

Class Participation:

Class participation is essential in developing community and furthering your education. You must come to class prepared to engage with reading assignments, work that is presented during class, and any other assignments or discussions that are presented. Your participation is mandatory and will help you to develop a strong ability to articulate your ideas and interact with your Professors and your peers.

Communication:

All communication with Faculty must reflect upon your professionalism. If you use email, in the subject line of your message please reference the course name or course number. Your message should begin with a salutation, be properly spell and grammar checked, and conclude with a closing such as "Thanks" or "Best" followed by your name. Refrain from typing only in lower case letters -- it is unprofessional and so 1999. Other forms of communication require the same level of professionalism. Make appointments to see your professors, arrive on time, and conduct yourself as a professional.

Attendance:

14 hours of total time tardy, leaving early or absent	Automatic attendance withdrawal "W"
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Any student who misses more than 33% of the class time for a given class will receive an "attendance withdrawal" from the class. For a four-hour per week class, this would be 14 hours of absence. This missed time includes accumulated time marked as "tardy" from class as well as total absences from classes, as well as any classes missed during the "add/drop" period. Students will be withdrawn from the class and receive a "W" and must repeat the course with a passing grade. A student who receives attendance withdrawals in all classes will be suspended from school. Attendance withdrawal accompanied by an unsatisfactory SAPP or ICR status may also result in dismissal. In addition, any student who misses all classes for two consecutive weeks will be suspended from the school.

A student may appeal an attendance withdrawal. Appeals must be submitted to the Dean of Academic Affairs within three school days after the notice of attendance withdrawal, suspension or dismissal is sent.

Late Assignments:

Late assignments will not be accepted. You are all aspiring to be professionals. As a professional, you will never be able to miss a deadline without serious repercussions. Missing a deadline will affect your livelihood and cause you to lose your client(s). As such, in your major courses, no late work will be accepted under any circumstances. You are expected to behave professionally. There are no excused absences at this college; as such, you are responsible for submitting your work on time, even if you are not in class on the due date.

Mobile Devices & Classroom Behavior:

All classes in General Education are participatory learning environments. The use of mobile devices (such as cell-phones or smart-phones) in class is strictly prohibited. Under no circumstances should you ever make or answer phone calls during class. Text messaging, web browsing, even checking the screen on your mobile device is also prohibited. Your phone should be turned off and put away when you enter the classroom.

In the event that you need technology as an assistive device, please speak with the faculty member privately. Other forms of distractive behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.

Grading and Standards:

Detailed evaluations will be provided for each assignment. Students will be graded on **Production** and **Aesthetics** separately for each assignment, and then the two grades will be averaged. Students have the right to contest their grades. Subjectivity often makes grading difficult in a creative environment and in the interest of fairness, students should feel free to discuss grades or request further clarification.

A (93-100) A- (90-92)	Excellent to Very Good; comprehensive knowledge and understanding of subject matter; marked perception and/or originality
B+ (87-89) B (83-86) B- (80-82)	Good; moderately broad knowledge and understanding of subject matter; noticeable perception and/or originality
C+ (77-79) C (73-76) C- (70-72)	Satisfactory; reasonable knowledge and understanding of subject matter; some perception and/or originality
D (60-69)	Marginal; minimum of knowledge and understanding of subject matter; limited perception and/or originality
F (<60)	Failing; unacceptable low level of knowledge and understanding of subject matter; severely limited perception and/or originality; absences in excess of allowable limit

Grading for this course:

There will be 1 major project in this course. A website that will be created using Dreamweaver and published online by the end of the semester. Your overall grade is broken down into the following 4 categories:

Production: Deadlines & Deliverables	25%
Quality: Design, Navigation & Functionality	25%
In-Class Assignments: only if finished in-class	30%
Participation: Presenting & Critique Feedback	20%

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Please be prepared! Students will be asked to provide all content and graphics for their own projects. Failure to provide text or images for your own project will significantly lower your grade in the course. Various assignments throughout the semester will earn you scores in one of the four categories above. Major grades are earned on Presentation/Critique days. When presenting your work and critiquing, you will earn grades under three categories: Production, Quality & Participation. Therefore missing a critique can significantly lower your overall grade.

Board Reviews:

All students beyond their first semester must participate in Review Boards during finals week. For the boards, students bring all of the photography work (plus any other work you have done that is relevant to the progress as an artist) that have been done for the semester. The student chooses the best project to display and all of the other work should be available for the review committee. The student is responsible for determining the best method of presentation for the work; however, digital files are not adequate. The student should determine the appropriate print size and quantity based on the requirements of the project. Students are expected to present complete work from the entire semester.

While the boards are not designed to prevent students from moving on to the next semester, it is possible to not receive credit in which case you may need to repeat a course in which you earned a passing grade. Potential issues would be a lack of substantial work, lack of appropriate progress in your work or serious technical ineptitude. You must show up for your board review as scheduled; failure to do so will result in a failure of the boards with appropriate ramifications.

The Reviewers complete a form during the review. These forms will be kept on file along with the student's digital files. You may ask to see your file at any time to evaluate your progress and to read the results of your Board Review.

Academic Integrity:

NEiA defines academic dishonesty as cheating on tests or assignments, the presence and/or use of cheat sheets or third party communication devices, and copying or purchasing materials from any outside source, including the words, thoughts, audio, video and/or graphic files of others without attribution. Guidelines for academic integrity are strictly enforced through the use of anti-plagiarism software. If you have questions about how to attribute properly, you are advised to ask the instructor or an academic advisor. Penalties for cheating and plagiarism range from failure of the assignment, failure of the course to dismissal from the college for multiple offenses. All students are required to familiarize themselves with the Academic Integrity Policy that is published in the Student Handbook. Failure to follow the policy, and/or instructions provided by the instructor, will result in the penalty ascribed in the Academic Integrity Policy.

Academic Support/Learning Disabilities:

Academic Support (tutoring and advising) is provided to any student wishing to take advantage of it through the Academic Achievement Center. Additionally students who feel they are able to assist with tutoring should also contact their instructor and/or the Academic Achievement Center.

Students with known disabilities should contact the Student Affairs Office to arrange for accommodations. Students will not receive any accommodations without a signed letter from the appropriate administrative agency. Feel free to make an appointment with Student Affairs and/or the instructor in order to discuss any issues of concern.

Course Schedule:

The following schedule is subject to change at my discretion. If you miss a class, it is your responsibility to find out from your classmates what, if any, changes to the schedule have been made. Unless you receive an exemption from me, you will be responsible upon returning to class for the current weeks assignments.

- #1 1/8 Introduction to the course, Email list & photos, Review syllabus
Introduction to HTML and Web Concepts
Review Web Resources and discuss Assignment due next class
Homework:
- Email Communication Test
 - Obtain all required course materials except hosting & domain.
 - Begin researching hosting & domains
 - Write and print Website Proposal.
 - Read “Casting the Net” & “Tim Berners-Lee” articles;
Duckett - pgs.3-10, 453-460, 487-488 & Ch. 1 & 2
- #2 1/15 Introduction to HTML5 and IDE’s,
Table based Layouts: past & present use. Intro to Div layouts
Creating a Sitemap & Wireframe Prototype
Homework:
- Create a sitemap for your website and print 2 copies.
 - Create a wireframe that matches your sitemap.
 - Begin collecting and creating text, images, and graphics for your site.
 - Read “The Content Strategist as Digital Curator” by Erin Scime
Duckett - pgs.461-464 & Ch. 3 & 4
- #3 1/22 Basics of Interface Design and Navigation
Graphics and Imaging for the Web (Raster vs Vector, Resolution, File types, Hex color)
Introduction to CSS, Sketching design concepts
Individual meetings / Work on your Graphics and Sketches
Homework:
- Read “Where Am I?” article by Derek Powazek
Duckett - pgs 465-474 & Ch. 5 & 11
 - Make concept sketches for your site design/interface, make 2 copies
 - Along with your sketches, also bring your copies of the written web proposal and sitemap. Be prepared to present to the class.
- #4 1/29 **Class Presentations of Site Proposal, Sitemap and Sketches**
Homework:
- Purchase your hosting and domain name.
 - Read “The Details that Matter” by Kevin Potts
Duckett - pgs.264-276 & Ch. 8 & 10
 - Revise your proposal, sitemap, and sketches as per the class discussion
- #5 2/5 Building a CSS Layout Pt.1 (PT Alpha)
Homework:
- Print and bring all info & emails related to your web-host and domain-name registrar, including passwords, I.P. addresses, etc.
 - Continue to collect or create text, images, and graphics for your site.
 - Finalize your proposal/sitemap/sketches & wireframe (print 2 copies).
 - Read “Separation: The Web Designer’s Dilemma” by Michael Cohen;
Duckett - pgs 330-336, 348-356 & Ch. 13 & 15

- #6 2/12 Building a CSS Layout Pt.2 (PT Alpha), External Style Sheets, Back-end Server terminology
Introduction to CMS driven websites. Turn in Final Site Plan & Wireframe / Individual Meetings
(reviewing your Final Plan)
- Homework:*
- Begin Working on CSS prototypes for each major section of your site
 - Read “Sketching in Code: The Magic of Prototyping” by David Verba;
Duckett - pgs 489-490 Ch. 16 & 17
 - Fill out your Hosting/Domain Worksheet
- #7 2/19 **Group viewing of First-Draft Websites:**
Configuring purchased Domains and hosts.
CMS plugins and widgets.
Individual meetings / Research themes in class
- Homework:*
- Read Duckett - pgs 489-490 Ch. 9 & 19
 - Configure your Domain name to work with your Web host
 - Research a theme that follows your site design
 - Finish collecting and preparing content for your website
- #8 2/26 Using your Hosting Worksheet to set up FTP and Publish in Dreamweaver.
Configuring a CMS backend. Browser Plugins and Dev. Tools
Individual meetings / Flesh-out your website content
- Homework:*
- Test and practice FTP connections, uploads and downloads to/from web server.
 - Install and configure a CMS on your hosting acct.
 - Obtain an appropriate theme to match your design and install it.
 - Complete and publish your website for Presentation next week.
- #9 3/5 Design Aesthetics and Functionality
Lightbox & other alternatives, Browser Market Shares,
Hosting Backends, Browser Inconsistencies
Q&A Session / Individual Meetings / Final Polishing of your site
- Homework:*
- Add a form to your site if necessary
 - Create a favicon for your site
- Complete and Publish your website: Final Presentation next week**
- #10 3/12 **Group Presentation of Final websites**
Course Evaluations, Usability Testing, Debugging
Flash, Favicons, Search Engine Optimization (SEO)
- CSS Editors and other I.D.E’s, answer your Printed Questions.
Email Addresses / Strategies for protecting email addresses. / Forms
Individual meetings
- Homework:*
- Continue to flesh out your website
- none 3/19 **No class this week: Photo Board Reviews scheduled**