

Parsons School for Design

ART MEDIA AND TECHNOLOGY

WEB DESIGN BASICS

PSAM 1028 B; CRN 4060

SPRING 2015

Mondays | 12:10 pm – 2:50 pm | 6 East 16th Street, LAB 602

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Office hours by email

Course Description

This course is an introduction to web design and development within an overview of current web environments. Projects will cover planning and implementation of websites that offer common functionality as well as adhere to good usability, accessibility, compatibility, and validation practices. HTML, XHTML, CSS, interactivity, information architecture and navigational structures will be explored, as well as usability and web design strategies.

Course Outline

In this course we will cover HTML, web graphics, and Cascading Style Sheets. Students will begin learning HTML (Hypertext Markup Language), which is the primary language used to create websites on the WWW (World Wide Web). There will be an introduction to web graphics as well as instruction on how to store these graphics in the proper format for inclusion in a web page. Students will also learn Cascading Style Sheets (CSS). CSS is a styling language which provides greater typography control than can be achieved with HTML alone, and CSS is now the standard for layout and positioning. The overall focus of this class is to introduce students to front-end web design programming, so we will be spending the majority of the class learning how to properly code HTML and CSS.

Class Website

The URL below leads to a website specifically built by the instructor for this course. The site contains online resources, recommended readings, assignment details, and final project requirements.

<http://wd.fmcreative.com>

Course Schedule

WEEK 1	2/25	Introduction; Syllabus Handed Out; Lecture on web design languages (their purpose and function); basic framework of an HTML document); DTDs; character sets; text markup (text block and phrase elements); HTML syntax	Recommended Reading: see Homework page at the class website
WEEK 2	2/01	Discuss Site Specification Assignment; HTML's semantic structure and elements; HTML lists (unordered, ordered, and definition); special characters; and HTML validation	Discuss Assignment I Due: 2/08 Assignment Details: see Homework page at the class website

WEEK 3	2/08	Assignment 1 is due ; site folder; sub folders; naming conventions, home page; linking site pages together via a main navigation system	Recommended Reading: see Homework page at the class website
WEEK 4	2/22	Overview of CSS and its syntax; Linking to an external style sheet; CSS Box Model (width, height, borders, padding, margins); building a design template; understanding HSL, RGB and Hexadecimal color models; how to define overall page colors: and specify element foreground and background color	Discuss Assignment 2 Due: 2/29 Assignment Details: see Homework page at the class website
WEEK 5	2/29	Assignment 2 is due ; Overflow Control; working with CSS text controls; and CSS list styling controls; CSS validation; and web fonts	Required Reading: Site Overview & Site Diagram handout and Site Diagrams – Mapping Your Website article on the Homework page of the class website
WEEK 6	3/07	Image Discuss Site Diagram assignment; lecture on web graphics and common web design grids; and using Photoshop to create PNGs and JPEGs	Discuss Assignment 3: Site Overview & Site Diagram Due: 3/14
WEEK 7	3/14	Assignment 3 is due ; Image element for graphic placement within an HTML document; aligning text and images; embedded CSS; image for list item; and background images	Recommended Reading: see Homework page at the class website
WEEK 8	3/28	Laying out a thumbnails page; external hyperlinks; anchor element's target attribute; Jumpto links; mailto links; and URL variables	Discuss Assignment 4 Due: 4/04 Assignment Details: see Homework page at the class website
WEEK 9	4/04	Assignment 4 is due ; Multi-column layouts; laying out an image gallery with thumbnails for navigating through display size graphics; and CSS image swap	Recommended Reading: see Homework page at the class website
WEEK 10	4/11	Your Spec'd Design Comps is due ; FTP; creating and coding favicons; image maps; and creating a table to hold tabular or statistical information	Students should now be working on their final project website. Students should bring their website project to class in the event time can be set aside for in-class work. Recommended Reading: Students should thoroughly read the details listed on the Final Project page at the class website

WEEK 11	4/18	Working with relative, absolute, and fixed positioned elements; Layering items	Recommended Reading: see Homework page at the class website Students should be working on their final project website. Students should bring their website project to class in the event time can be set aside for in-class work..
WEEK 12	4/25	Advanced CSS Styling: CSS text and image rollovers; Psuedo Classes; rounded borders; box and text drop shadows; background gradients and size; multiple backgrounds	Students should be working on their final project website. Students should bring their website project to class in the event time can be set aside for in-class work.
WEEK 13	5/02	Intro to CSS Interactivity: CSS Transitions; CSS Transformations; and CSS drop down menu	Students must bring the final project website to the next class.
WEEK 14	5/09	Student's complete Course Evaluations; review and students' questions; students work individually on their projects, during which time they may solicit the instructor for help with any technical issues. Remember to bring your final project files to this class.	Students should be working on their final project website, which is due at the start of 5/16 class.
WEEK 15	5/16	Final Project is due; ATTENDANCE IS MANDATORY; students present their finished final project website	

Learning Outcomes

By the successful completion of this course, students will be able to:

1. Foundational Knowledge of HTML
2. Foundational Knowledge of CSS
3. Create web ready images
4. Linking web pages together to form a website
5. Upload web files to a web server
6. Single and Multi column layouts
7. Students who attend class regularly and who do the outside work should be able to create a modest website by the end of this semester

Assessable Tasks

In-Class Work

There will be in-class group exercises in which students are expected to participate. The instructor will provide the necessary files for in-class exercises. If students prefer they can use their own files for the in-class work.

Outside Work

Periodically during this course the instructor will assign students outside work and/or readings. This work will help students to digest past and current lessons as well as to continue to advance successfully through the curriculum. Students should allocate time to do the outside work and readings, and to review notes and skills learned in each class lesson. Students should also allocate time to apply each session's lesson to their own work.

Assignments

Students are required to complete the assignments listed below, which represent 40% of their total grade. The assignments will prepare students to construct their final project website. Students are expected to turn in their work at the due dates (see Turning in Assignments Late policy).

- Assignment 1: Marking Up a Text Document with HTML | due: 2/08
- Assignment 2: Basic Page Layout and Linking Site Pages| due: 2/29
- Assignment 3: Site Overview and Site Diagram| due: 3/14
- Assignment 4: Typeset via CSS and Adding Images to HTML pages| due: 4/04

Final Project

All students will have to complete a 10-page final project web site and present it at the last class session. Students will choose the topic for their website project. Student should carefully read the website project requirements which is posted on the class website. The project will be graded by how successfully students are able to fulfill project requirements.

Final Grade Calculation

Participation/Attendance	10%
Assignments	40%
Final Project	50%
TOTAL	100%

Midterm Evaluation

Is based on your attendance, class participation and effort, and assignments completed by mid-semester.

Required Reading

See the Homework page at the class website

Recommended Reading

See the Homework page at the class website

Resources

Class Website: <http://amt.fmcreative.com>

Suggested Books

HTML5 & CSS3
(Visual QuickStart Guide 8th Edition)
by: Elizabeth Castro and Bruce Hyslop
Pub: Peachpit Press
ISBN-10: 0-321-92883-0
ISBN-13: 978-0-321-92883-2

HTML 5 and CSS 3
By: Zak Ruvalcaba and Anne Boehm
Pub: Murach
ISBN: 978-1-890774-66-0

Materials and Supplies

Students should have access to online storage or obtain removable media, such as a USB thumb drive, to back up and save class work.

Holidays

President's Day: Monday 2/15

Spring Break: 3/21/16 – 3/27/16

Grading Standards

Students' grades will be based on their class participation, assignments, attendance, and a final project website. Turning in assignments or the final project late will lower your grade. Your final project, which will be discussed thoroughly in class, will be due at the beginning of the last class session. **Students are required to attend the last class.**

Absences

Students are allowed a maximum of three absences (this is in accordance with the New School policy of 80% attendance, as listed in the student handbook). It is suggested that students who miss a class email me to obtain a list of the topics covered in that class. They should also obtain class notes from fellow classmates and check the class web site for assignments. REMEMBER attendance is part of your grade.

Tardiness and Leaving

University policy, as stated in the Student Handbook, also requires that chronic tardiness and leaving class early shall be accrued toward absences. A student is tardy if he/she arrives after I have taken roll. When a student is tardy, it is the student's responsibility to request that the instructor mark him/her present.

Participation Policy

Students are expected to come prepared for each class session (see the above In-Class Work and Outside Work topics). They should also prepare for each class by practicing the skills learned in class between class sessions — ideally applying each lesson to their own work. Remember that class participation is part of your grade. (Please see Final Grade Calculation above.)

Turning in Assignments Late

Assignments must be turned in at the beginning of the class on the day they are due. Any assignment turned in late will be deducted one full grade point. Any assignment that is more than a week late will receive either further grade point deductions or a failing grade. It is each student's responsibility to turn in his or her assignments on time. If a student cannot attend class on the day an assignment is due, then they should email the instructor their assignment the day before it is due.

Final Project

The final project website must be turned-in at the beginning of the last class session. (**See the Final Project Requirements page at the class website.**) Extensions will only be granted to students who have serious extenuating circumstances that prevented them completing their project on time. Since the University requires that grades must be assigned within a week after the last class session the largest extension that can be granted is 4 days, which allows time for the instructor to grade your work. Late projects will be deducted one full grade point.

Examples of serious extenuating circumstances are: serious illness requiring hospitalization, a death in a student's immediate family, or a being victim of a violent crime.

Students who have serious extenuating circumstance and need more time than the above extension may want to consider applying for an Incomplete grade through their academic advisor.

Undergraduate

A [4.0; 96–100%]

Work of exceptional quality, which often goes beyond the stated goals of the course

A- [3.7; 91–95%]

Work of very high quality

B+ [3.3; 86–90%]

Work of high quality that indicates substantially higher than average abilities

B [3.0; 81–85%]

Very good work that satisfies the goals of the course

B- [2.7; 76–80%]

Good work

C+ [2.3; 71–75%]

Above-average work

C [2.0; 66–70%]

Average work that indicates an understanding of the course material; passable
Satisfactory completion of a course is considered to be a grade of C or higher.

C- [1.7; 61–65%]

Passing work but below good academic standing

D [1.0; 46–60%]

Below-average work that indicates a student does not fully understand the assignments;
Probation level though passing for credit

F [0.0; 0–45%]

Failure, no credit

Grade of W

The grade of W may be issued by the Office of the Registrar to a student who officially withdraws from a course within the applicable deadline. There is no academic penalty, but the grade will appear on the student transcript. A grade of W may also be issued by an instructor to a graduate student (except at Parsons and Mannes) who has not completed course requirements nor arranged for an Incomplete.

Grade of Z

The grade of Z is issued by an instructor to a student who has not attended or not completed all required work in a course but did not officially withdraw before the withdrawal deadline. It differs from an "F," which would

indicate that the student technically completed requirements but that the level of work did not qualify for a passing grade.

Grades of Incomplete

The grade of I, or temporary incomplete, may be granted to a student under unusual and extenuating circumstances, such as when the student's academic life is interrupted by a medical or personal emergency. This mark is not given automatically but only upon the student's request and at the discretion of the instructor. A Request for Incomplete form must be completed and signed by student and instructor. The time allowed for completion of the work and removal of the "I" mark will be set by the instructor with the following limitations:

Undergraduate students: Work must be completed no later than the seventh week of the following fall semester for spring or summer term incompletes and no later than the seventh week of the following spring semester for fall term incompletes. Grades of "I" not revised in the prescribed time will be recorded as a final grade of "F" by the Registrar's Office.

Divisional, Program and Class Policies

- Responsibility

Students are responsible for all assignments, even if they are absent. Late assignments, failure to complete the assignments for class discussion and/or critique, and lack of preparedness for in-class discussions, presentations and/or critiques will jeopardize your successful completion of this course.

- Participation

Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

- Attendance

Parsons' attendance guidelines were developed to encourage students' success in all aspects of their academic programs. Full participation is essential to the successful completion of coursework and enhances the quality of the educational experience for all, particularly in courses where group work is integral; thus, Parsons promotes high levels of attendance. Students are expected to attend classes regularly and promptly and in compliance with the standards stated in the course syllabus.

While attendance is just one aspect of active participation, absence from a significant portion of class time may prevent the successful attainment of course objectives. A significant portion of class time is generally defined as the equivalent of three weeks, or 20%, of class time. Lateness or early departure from class may be recorded by the instructor as one full absence. Students may be asked to withdraw from a course if habitual absenteeism or tardiness has a negative impact on the class environment. Members of the faculty are expected to provide syllabi in which course objectives and assessment criteria are described, in writing, at the beginning of the term. The syllabus should also articulate how attendance is assessed with respect to active participation.

At Parsons, attendance and lateness are assessed as of the first day of classes. Students who register after a class has begun are responsible for any missed assignments and coursework. Students who must miss a class session should notify the instructor and arrange to make up any missed work as soon as possible. A student who anticipates an extended absence should immediately inform the faculty and his or her program advisor. Advance approval for an extended absence is required to ensure successful

completion of the course. Withdrawal from the course may be recommended if the proposed absence would compromise a student's ability to meet course objectives.

Finally, faculty are asked to notify the student's advisor for any student who misses two consecutive class sessions without explanation or who otherwise miss a significant portion of class time. Following two absences, students may be asked to speak with their advisor to review any impediments to their successful performance in class and, if so, to provide confirmation to the faculty member that such a conversation took place.

Religious Absences and Equivalent Opportunity

Pursuant to Section 224-a of the New York State Education Laws, any student who is absent from school because of his or her religious beliefs will be given an equivalent opportunity to register for classes or make up any examination, study, or work requirements which he or she may have missed because of such absence on any particular day or days. The student must inform the instructor at the beginning of the course of any anticipated absences due to religious observance.

- Canvas

Use of Canvas may be an important resource for this class. Students should check it for announcements before coming to class each week.

- Delays

In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

- Electronic Devices

The use of electronic devices (phones, tablets, laptops, cameras, etc.) is permitted when the device is being used in relation to the course's work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

- Academic Honesty and Integrity

The New School views "academic honesty and integrity" as the duty of every member of an academic community to claim authorship for his or her own work and only for that work, and to recognize the contributions of others accurately and completely. This obligation is fundamental to the integrity of intellectual debate, and creative and academic pursuits. Academic honesty and integrity includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of faculty members and other students). Academic dishonesty results from infractions of this "accurate use". The standards of academic honesty and integrity, and citation of sources, apply to all forms of academic work, including submissions of drafts of final papers or projects. All members of the University community are expected to conduct themselves in accord with the standards of academic honesty and integrity. Please see the complete policy in the Parsons Catalog.

It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension from the university, or dismissal from the university.

- Student Disability Services (SDS)

In keeping with the University's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations is welcome to meet with me privately. All conversations will be kept confidential. Students requesting any accommodations will also need to meet with Jason Luchs in the Office of Student Disability Services, who will conduct an intake, and if appropriate, provide an academic accommodation notification letter to you to bring to me. SDS assists students with disabilities in need of academic and programmatic accommodations as required by the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Federal Rehabilitation Act of 1973. <http://www.newschool.edu/student-services/disability/>.