

eSyllabus

San Antonio College

Course: IMED1316

Section: 002

Term: 2012 Spring

Department: Media Communications

Instructor: LIU, QING

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OfficeLocation: Longwith RTF Building - 211

Course Title: Web Design I

CRN: 76721

Credit Hours: **Lec. Hrs. per wk:** 2

Lab. Hrs. per wk: 4

Course Description (e-catalog):

Instruction in web page design and related graphic design issues including mark-up languages, web sites, and browsers.

PREREQUISITES, CO-REQUISITES and OTHER REQUIREMENTS:

Prerequisites: (ARTC 1302 and ARTC 1353) or (IMED 1401)

TEXTBOOKS (including ISBN#) and REQUIRED MATERIALS/RECOMMENDED READING:

Dreamweaver CS5.5: the Missing Manual by David Sawyer McFarland

ISBN-13: 978-1449397975

<http://proquest.safaribooksonline.com/book/web-design-and-development/9781449309541>

Supply list: Note book, sketchbook, pencils or markers.

Backup media: Flash Drive, CD-R, CD-RW, any portable hard drive.

Office hour: LRTF 211A, T/TH 2-4pm, Fri. 10-4pm. Or by appointment.

COURSE CONTENT:

A studio course covering Internet web page design and related graphic design issues including mark-up languages, web sites, Internet access software, and interactive topics.

The course and method of instruction has two major components: lecture and hands-on lab projects.

Projects will be completed using the following steps:

Assignment sheets (or verbal instructions) describe the project requirements, objectives and deadlines

Examples are shown, alternatives and problems are discussed

Steps for finishing the projects are outlined

Individual instruction and assistance is given at regular intervals

Finished projects are analyzed and critiqued by the class and the instructor

STUDENT LEARNING OUTCOMES / PERFORMANCE OBJECTIVES:

A. Demonstrate understanding of the functions of internet with specific attention to the World Wide Web, e-mail, and FTPBy developing hands-on experience with current web development programs, understanding the basic layout features, applying design techniques in the creation and optimization of static and animated graphics for use in a web page.

B. Identify the various technical limitations of different types of web media

By exploring different web development programs such as Fireworks, Dreamweaver, and Flash and finding the most efficient workflow for website construction and maintainness.

C. Understand the benefits of web communications in marketing, education, and information

By creating an aesthetically pleasing and functional site on the Web and evaluating thematically cohesive content to include in

the framework.

D. Present the accomplished site on the web and sufficiently articulate the artistic practice.

By semester long dialogue with instructor and peers, class critiques and a final presentation for the entire class.

METHODS OF MEASUREMENT (grade requirements):

Individual instructor critiques, class critiques, and hands-on projects.

Grades are averaged on a 100point system.100-90= A, 89-80= B, 79-70= C, 69-60=D, 59=0=F. The number and value of specific projects will be determined by the instructor. In normal semester, there are no less than three class projects and one final exam required. Unless specified by the Instructor, all assigned exercises and projects are averaged equally into one final grade. These include research/thumbnails, concept, design, and execution. Each project occupies 30% and final exam 10% of the final grade.

STUDENT RESPONSIBILITIES:**A. Attendance:**

Effective Spring Term 2010, student absences will be recorded from the first day the class meets. Regular and punctual attendance in all classes and laboratories, day and evening, is required. Students who are absent for any reason should always consult with their instructors. Course syllabi must provide specific information regarding attendance, including, for courses involving the internet, online activity that constitutes "attendance." Also, both tardiness and early departure from class may be considered forms of absenteeism. In all cases, students will be held responsible for completion of course requirements covered in their absence. Additionally, it is the student's responsibility to drop a course for nonattendance. Course instructors establish policy with regard to attendance in their respective syllabi and may drop a student for excessive absences. Absences are considered excessive when more than 12.5 percent of the total contact hours of instruction in a semester, including lecture and lab, are missed. For example, in a three-credit-hour lecture class, students may be dropped after more than six contact hours of absences. In a four-credit-hour lecture/lab class, students may be dropped after more than eight contact hours of absences. Absences are counted regardless of whether they occur consecutively. In special programs with additional accreditation or certification standards, additional attendance requirements may be enforced but faculty must clearly explain these policies in their syllabi. Students who stop attending class for any reason should contact the instructor and the college registrar to officially withdraw from the class. Students may be required to consult with an advisor or designee before dropping. Failure to officially withdraw may result in a failing grade for the course. It is the student's responsibility to withdraw officially from a class by submitting a completed Withdrawal Form to the Admissions and Records Office.

B. Student Responsibility for Success (Alamo Colleges Policy F.6.2): As members of the Alamo Colleges learning community, students, faculty, staff and administrators all share the responsibility to create an atmosphere where knowledge, integrity, truth, and academic honesty are valued and expected. A clear acknowledgment of the mutual obligations of all members of the academic community emphasizes this implicit partnership in fostering the conditions necessary for student success.

In this relationship, the Alamo Colleges provides institutional policies, procedures, and opportunities to facilitate student learning that encourage interaction, involvement and responsible participation. Inherent in the academic climate is the expectation that students will assume responsibility for contributing to their own development and learning. Academic success is directly tied to the effort students put into their studies, the degree to which they interact with faculty and peers, and the extent to which students integrate into the campus life.

I. Engagement

1. Create connections and build relationships with faculty, staff and students (visit during office hours, join clubs and organizations, participate in student activities, etc.);
2. Stay informed of policies, procedures, deadlines and events for academic and co-curricular activities;
3. Complete all requirements for admission, registration, and payment by deadlines;
4. Apply for financial assistance, if needed, complying with all federal, state and local regulations and procedures;
5. Meet all federal, state and local health care regulations.

II. Communication

1. Seek guidance from faculty, advisors or counselors for questions and concerns in regards to degree plans, major selection, academic status, grades, and issues impacting college success;
2. Develop a peer support system to identify student contacts for questions, group assignments, etc. regarding academic and co-curricular activities;
3. Communicate with College personnel promptly regarding academic or co-curricular concerns and assistance requests;
4. Carefully consider the information provided by College personnel and make decisions using that information;
5. Check the Alamo Colleges' *Web Services* regularly for emails, holds, student records, financial aid status and announcements;
6. Submit disability documentation if seeking services and request academic accommodations in advance of each semester.

III. Academic Success

1. Complete courses with passing grades and maintain in good academic standing (2.0 GPA) status;
2. Read and follow all syllabi;
3. Purchase textbooks and required supplies in a timely manner;
4. Attend classes regularly and on time, with as few absences, late arrivals, and early exits as possible;
5. Arrive to class with all needed materials and completed assignments for that class period;
6. Be attentive in class and actively participate as appropriate;
7. Devote sufficient time for studying;
8. Ensure integrity in all aspects of academic and career development;
9. Accurately represent one's own work and that of others used in creating academic assignments. Use information ethically and exercise appropriate caution to avoid plagiarism on all assignments;
10. Notify faculty in advance or as soon as possible about absences and provide documentation as appropriate;
11. Consult faculty members in advance when unable to complete projects, assignments, or take examinations as scheduled.

IV. Self-Responsibility and Responsibility to Others

1. Maintain accurate and complete degree/certificate major selection and contact information including name, address, phone number and emergency contact;
2. Balance personal obligations and educational pursuits. Work with a counselor / advisor to design a realistic schedule that dedicates adequate effort to be successful in college studies;
3. Know and follow the regulations and guidelines outlined in the Student Code of Conduct and Student Handbook;
4. Maintain respectful and appropriate behavior within and outside the classroom;
5. Ask for help when needed. Use all available resources and facilities provided by the College to enhance the learning experience;
6. Attend scheduled advising sessions, tutorials, and other appointments. Cancel or reschedule only with good reasons as early as possible;
7. Arrive prepared for tutorial sessions, bringing all needed materials (books, syllabi, rough drafts, calculators, assignment sheets, etc.).

San Antonio College

Course: IMED1316

Section: 002

Term: 2012 Spring

ADDITIONAL INSTRUCTOR REQUIREMENTS:

Regular and punctual attendance is required. A sign-in sheet will be provided at the beginning of each class. It is the student's responsibility to sign-in. The sign-in sheet is the student's only proof of attendance.

A student absent for any reason is responsible for all work missed. Both tardiness and early departure from class are forms of absenteeism.

1. A student absents the equivalent of two weeks of instruction in a 16-week semester may be dropped by the instructor.
2. 3 tardy = 1 absence.
3. A student comes late to class or leave early more than 30 minutes will be considered absent.
4. It is the student's responsibility to ensure that the withdrawals have been submitted.
5. Absent more than 2 weeks will affect your final grade: each additional absence will lower your final grade of 5%.

COLLEGE REQUIREMENTS:

A comprehensive final evaluation, not to exceed three hours in length, shall be given at the end of each course at the official scheduled final exam time. Any exceptions to this requirement must be approved by the appropriate Dean. Other evaluations are given at the discretion of the instructor.

A student who must be absent from a final evaluation should petition that instructor for permission to postpone the evaluation. A student absent without permission from a final evaluation is graded "0" on the exam.

COLLEGE POLICIES:

A. All of the Alamo Colleges are tobacco free. B. Alamo Colleges DPS Emergency Phone Numbers: Emergency Phone (210) 222-0911 General Phone (210) 485-0099 Weather Phone (210) 485-0189 (For information on college closures) C. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify San Antonio College disABILITY Support Services, Chance Academic Center 124C, (210) 486-0020. D. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. E. Students must abide by the policies, procedures and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio [E-Catalog <http://mysaccatalog.alamo.edu/>](http://mysaccatalog.alamo.edu/).

Disability Access Statement - In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act, it is the responsibility of the student to self-identify with the campus Disability Services office. Only those students with appropriate documentation will receive a letter of accommodation from the Disability Services office. Instructors are required to follow only those accommodation and/or services outlined in the letter of accommodation. For further information, please contact the San Antonio College disABILITY Support Services office at (210) 486-0020 or visit the office located in the Chance Academic Center building, Rm. 124C. If you have specific needs, please discuss them privately with your instructor.

GENERAL DESCRIPTION OF THE SUBJECT MATTER OF EACH LECTURE OR DISCUSSION:

- Week 1 Introduction: syllabus, semester outline, website construction basics
- Week 2 Fireworks: preparing graphics, design a page interface, develop the page slicing scheme, exporting a site.
- Week 3 Assign and work on the 1st project.
- Week 4 1st project due and critique.
- Week 5 Dreamweaver: interface, file Management. HTML coding vs. Dreamweaver WYSIWYG
Text, fonts, backgrounds, images, tables, links, basic navigation, Table.
Exercise: round-cornered table layout.

San Antonio College

Course: IMED1316

Section: 002

Term: 2012 Spring

Week 6 Div tag/APDiv and simple CSS.
Exercise: Div tag and CSS layout

Week 7 Iframe
Exercise: Iframe combine table layout
Assign and work on the 2nd project.

Week 8 2nd project due and critique

Week 9 CSS Basic: CSS and page properties

Week 10 SimpleView.
Exercise: Using SimpleView create multiple image display.

Week 11 Lightbox JS
Exercise: Using Lightbox JS create multiple image display.

Week 12 Assign and work on the 3rd project.

Week 13 work on the 3rd project.

Week 14 work on the 3rd project.

Week 15 Project 3 due and critique

Final Exam Review

Week 16 Final Exam.

Outline above is subject to change. All changes will be announced in class.