

WEB PAGE DESIGN 13013

Catalog #10-201-177 – May 30 – July 6, 2017



INSTRUCTOR INFORMATION

Instructor: Teresa Sprecher

Email: tsprecher@madisoncollege.edu (608) 246.6740 **Office:** E3868

Office Hours: Either before or after class.

CLASS INFORMATION

Course Description: Students will create several web pages increasing in complexity. This course teaches best practices for coding HTML and CSS, typography, graphics, animation, usability and accessibility. Students will be introduced to uploading files, server space and browser compatibility. Web page layout software is introduced. Exploration and analysis of existing sites on the web will also be a focus and source of information.

Credits: 3

Course Format: Face-to-face

Class Schedule: Monday-Thursday, 1:00PM until 4:50PM

Location: Truax, Room E2858

Pre-requisites: Introduction to Computer Graphics, 10201181 AND Reserved for Graphic Design, Graphic Design-WL, and Visual Communication students only.

Textbook: None required

Supplies:

- **SOFTWARE** (you will be using in class): Access to Adobe Creative Cloud versions of: Photoshop, Illustrator, Dreamweaver for either Macintosh or Windows platform.
- You will use an FTP program to upload files to our server. Fetch (Mac only), Filezilla (free!), Cyberduck (free!)
- **Text Editor to write HTML/CSS:** TextWrangler (Mac, Free), Brackets or Notepad++ (Windows, Free)
- **TABLET & SMART PHONE:** Not required! However, as a web designer, you need to confirm that your sites work on all types of devices. Borrow a friend's phone or iPad if needed to check your finished sites.
- **DIGITAL STORAGE:** an external hard drive, USB thumb-drive compatible with your computer, connection to Dropbox or Google Drive to back-up your files (loss of files will not be an acceptable excuse for missing a due date)
- SKETCHBOOK, NOTEBOOK, PENCIL

COURSE CONTENT

- Browsers & Search Engines
- Interactive Design & the Design Process
- Typography for the web
- Web Standards, Usability & Promotion
- Graphics for the web – creating, optimization & file formats
- HTML & HTML5
- Cascading style sheets (CSS)
- Incorporating JavaScript
- Hand coded HTML & CSS
- Adobe Dreamweaver
- Bootstrap Framework
- WebFlow

MADISON COLLEGE CORE ABILITIES are eight key life and success skills that contribute to the development of students as life-long learners on the job, at home, and in the community. The Core Abilities are skills and abilities taught and assessed in classes, labs, and field experiences at Madison College. For more information on Core Abilities, please visit <http://madisoncollege.edu/core-abilities/>. This class addresses the following core abilities:

- i. Communication
- ii. Critical thinking

RESPONSIBILITIES AND POLICIES:

Student Responsibilities: Students are expected to be familiar with Madison College policies and procedures. Many of the important policies and procedures are on the Madison College website, located at

<http://madisoncollege.edu/student-rights-responsibilities/>

Academic Integrity is an expectation in all Madison College classes. Plagiarism, cheating and collusion are prohibited at Madison College. Plagiarism is defined as passing of another person's work as your own. Students who fail to observe these standards are subject to disciplinary action. Madison College has a strong policy on Academic Misconduct which is published on the Madison College website. Please refer to this page on the Madison College Website to review all Academic Integrity and Misconduct policies located at <http://madisoncollege.edu/academic-integrity>.

Withdrawal Policy: If a situation arises that prevents the successful completion of this course, please note that it is each student's responsibility to formally withdraw from this course.

Attendance: This is a lab class. Most of your projects can be completed during class time. It is your responsibility to make up any work when you are absent. Any student forced to miss extended class time due to unforeseen events should contact me as soon as possible. Three unexcused absences will automatically lower your grade one step.

Class Participation: You are not graded on class participation in this course, though it is encouraged.

Submitting Work: Most work in this class is completed will be completed in class. You will also be doing working outside of class in your sketchbooks. This will count as part of your final grade. Please see specific requirements for individual exercises and assignments.

Student e-mail: Madison College offers a student e-mail account for all students. You are responsible for monitoring your student e-mail account. Your e-mail can be accessed at: <http://madisoncollege.edu/email/>.

Use of Electronic Devices: Computers are provided during class time, though you are welcome to work on your personal laptops as well. Please be respectful of all classmates, and do not watch or listen to things that may be offensive to others. You are welcome to listen to music on headphones when there is no lecture, class exercise, or critique going on. Cell phones should be set to vibrate or off, and only used when you are in a hallway or outside. The use of social media sites, such as Facebook, YouTube and Twitter – are only allowed during class breaks or when the course is not in session.

Technical Assistance: Student Computer Help Desk is located in [the Truax Campus Library Room A3000](#). Student lab assistants are available in person, and by phone, (608) 243-4444; toll-free at (866) 277-4445; by email at <http://madisoncollege.edu/student-helpdesk> to provide computer support to fellow students. These services are available Monday - Thursday: 7:30 a.m. - 9:00 p.m., Friday: 7:30 a.m. - 4:30 p.m., and Saturday: 9:00 a.m. - 1:00 p.m. In addition, students can call an after hours help desk until 10pm most days, by calling (608) 246-6666.

Accessibility Statement: Madison College welcomes students with disabilities into the College's educational programs. Every Madison College campus has Disability Resource Services available for students with disabilities. The Disability Resource Services website provides specific information related to accommodations for disability-related barriers. For further information, please visit the <https://madisoncollege.edu/disability-resource-services>, call 608-246-6716

(Students who are deaf should use relay) or email DRSttransition@madisoncollege.edu In order to receive consideration for reasonable accommodations for your disability, you must contact the Disability Resource Services office at the campus where you are officially enrolled. If approved for accommodations, Disability Resource Services will provide you with an accommodation plan.

Class Cancellation: Besides local radio stations and the Madison College website, students can call the hotline to inquire about weather related school closings: (608) 246-6606. You can also sign up for **WOLFPACK ALERT** to receive a text message of school closings, etc. **Register at:** <https://www.e2campus.net/my/matcmadison/>. If for some reason I need to cancel class, I will e-mail you (your college account) before class.

Learner Responsibilities: As a student in this class, I expect you to:

- Take responsibility for your own learning – inside and out of class.
- Be prepared for class, and an enthusiastic participant during class discussions and critiques.
- Treat others with respect and tolerance – we’re simulating a work place in class.
- Act responsibly and reliably in-group work.
- Set high standards for your work, and respect copyright law.

Instructor Responsibilities: As your instructor, I commit to communicating openly and frequently with you about this class. I will maintain a professional, safe learning environment adhering to the policies of the college. You can expect a reply to communication, be it via e-mail, through online discussions, voicemail or in person, within 24-48 business hours.

Other Resources:

- Peer to Peer Tutoring Services at Madison College: <http://madisoncollege.edu/get-tutor/>
- Counseling Services at Madison College: 608-246-6076.
- Advising and Career Resources at Madison College: 608-243-427;
advisingandcareerresources@madisoncollege.edu
- Student Writing Center Assistance: <http://madisoncollege.edu/writing-center>

Syllabus Changes: As your instructor, I retain the right to make changes based on the timeline of the class, feedback from learners and/or logistical issues and will inform you as soon as a change is made.

GRADING POLICY

Each project will have it’s own, specific rubric that will be given out with the project

Grading Scale:

- Final Grades are: A, AB, B, BC, C, D, and F.
- All grading will be posted on the Blackboard site for this course.
- Grade rubrics for each assignment/exercise indicate points earned for specific areas of each exercises/assignment.
- Take notes during critiques of both the instructor and classmates’ suggestions; full comments may not be repeated on your rubric for the assignment.
- Your grade will take into consideration the following:
 - Completion of exercises and projects as outlined in assignment/exercise description
 - Accuracy in spelling, grammar and punctuation
 - Participation in class discussions and critiques
 - Demonstrate efficient planning, note taking and organizational skills
 - Technical craft present in exercises and assignments.

SCHEDULE OF PLANNED UNITS**WEB PAGE DESIGN – SPRING 2017**

Week	Day	Date	Unit Topic/Activity
1	Tue	05/30	Course Introduction Introduction to Web/HTML (Coffee Shoppe site), uploading files
	Wed	05/31	Intro to CSS (cascading style sheets) Adding images, links and list
	Thu	06/01	CSS for layout positioning
2	Mon	06/05	Create resume in html
	Tue	06/06	Fair Oaks Nursery - Style Tile
	Wed	06/07	Fair Oaks Nursery - Wireframe
	Thu	06/08	Photoshop - Fair Oaks Nursery html (Intro to Dreamweaver)
3	Mon	06/12	Portal Page
	Tue	06/13	CSS Tips & Tricks
	Wed	06/14	Floats in CSS - Baby Animals, Madison College
	Thu	06/15	Demo CSS Tips & Tricks Lucky's Pet Spa
4	Mon	06/19	Lucky's Pet Spa - adding slide shows
	Tue	06/20	Lucky's Responsive Template
	Wed	06/21	Fair Oaks - javaScript Additions
	Thu	06/22	Working with Responsive Templates (Bootstrap)
5	Mon	06/26	Bootstrap Site
	Tue	06/27	Bootstrap Site
	Wed	06/28	Bootstrap Site
	Thu	06/29	Intro to WebFlow
6	Mon	07/03	Final Assignment - WebFlow
	Tue	07/04	NO CLASS
	Wed	07/05	Final Assignment - WebFlow
	Thu	07/06	Last Day of Class - View Final Projects