

THE ART INSTITUTE OF TAMPA
A BRANCH OF MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN

MISSION STATEMENT

Miami International University of Art & Design is a multi-campus, career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The University is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

COURSE SYLLABUS

Course Number: PHOA222
Course Title: WEB DESIGN FOR NON-MAJORS
Class Meetings: **Tuesday 1PM – 5PM**
Session / Year: **Spring 2017**
Instructor Name: Krishna M. Sadasivam
Email Address: krishna.at.ait@gmail.com
Telephone:
Office Hours: see sivamstudios.com/ait for office hours

Course Title: **Web Design for Non-Majors**
Course Description: Introduces some of the techniques, tools, software applications, and technologies associated with web development and interactive design for web. Students learn how to build a basic website using current HTML standards while incorporating an object-oriented programming language, various multimedia, or other interactive solutions.

Course Length: 11 weeks
Contact Hours: 44 hours
Credit Values: 3 credits
Estimated Homework: 4 - 6 hours per week

Quarter Credit Hour Definition: A quarter hour of work is the equivalent of fifty (50) minutes of class time (often referred to as a “contact hour”) of instruction per week over the entire term. The credit hour is the unit by which the university measures its course work. The number of credit hours assigned to a course quantitatively reflects the outcomes expected, the mode of instruction, the amount of time spent in class, and the amount of outside preparatory work expected for class. The working understanding is that for every hour a student spends in class, the student will be assigned two hours of work outside the class.

Prerequisite(s): *PHOA102 Introduction of Photography Applications*

Learning Objectives:

Upon successful completion of the course, the student should be able to:

Define and apply design terminology according to industry standard

- Demonstrate proficient use of language, grammar, and vocabulary in writing project documentation
- Recognize and apply the stylistic characteristics in writing within the interactive discipline

Determine appropriate research, concepts, materials, tools, media and skills to solve design problems

- Identify the demographic attributes of a target audience
- Determine delivery mechanisms appropriate for the subject

Demonstrate craftsmanship (organization, neatness, precision)

- Create project plans & artifacts using appropriate information design and usability parameters which will be specified
- Select specific design approaches that appeal to a chosen audience
- Evaluate and organize researched information for effective presentation
- Work within an HTML editing environment, and within a motion graphics application to create standards compliant web pages and rich interactive media.

Analyze and apply the critical thinking process to the design challenges of specific problems

- Apply basic library and media research
- Employ the various search engines on the Internet
- Assemble provided and created media within a standards-compliant html document utilizing a table-less design
- Use HTML and divs to achieve basic CSS positioning

Instructional Materials and Reference(s):

Text(s):

Head First HTML and CSS, Elisabeth Robson and Eric Freeman

ISBN-10: 0596159900

Adobe Dreamweaver CS5 Classroom in a Book, Adobe Press

ISBN: 0321701801

Materials:

Technology Needed: Photoshop, Dreamweaver, common sense, troubleshooting skills

Instructional Methods: (Instructional methods include, but are not limited to simulations, case studies, discussion, group work, questioning, presentations, journals, individual projects, etc.)

Grading Opportunities:

Projects:

Artist Statement Assignment	100
Resume Assignment	100
Gallery Assignment	100
Integration Project (Midterm)	200
Portfolio Research	50
Site Map / Preliminary Wireframing	100
Color Comp Studies	100
Finalized Portfolio	200

Exams and Quizzes:

Quiz 1	TBD
Quiz 2	TBD
Quiz 3	TBD
Midterm Exam	100

Grading Scale:

All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

93 – 100%	= A
90 – 92%	= A-
87 – 89%	= B+
83 – 86%	= B
80 – 82%	= B-
77 – 79%	= C+
73 – 76%	= C
70 – 72%	= C-
65 – 69%	= D+
60 – 64%	= D
0 – 59%	= F

Student Evaluation / Grading Policies:

The following assignments, projects, and exams fulfill the learning objectives for this course:
Must list all graded course requirements (exams, quizzes, essays, projects, presentations) and the percentage of a student's grade that each requirement is worth.

Electronic Submission of Assignments:

Any assignments submitted to the instructor as electronic attachments to an email are the responsibility of the student. Instructor will acknowledge the receipt of the email to the student within 24 hours of receiving it. If the student does not receive an acknowledgement within 24 hours it is the student's responsibility to contact the instructor, otherwise it is assumed that the assignment has not been sent.

Students with Disabilities:

The University provides accommodations to qualified students with disabilities. The Student Affairs office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and

in supporting equal access to services, programs and activities at the University.

Students who seek reasonable accommodations should notify the Dean of Student Affairs of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Dean of Student Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Course Attendance:

The University expects students to attend all scheduled meetings of each course. Students should be prepared to start the quarter on the first day of classes and to add/drop courses early in the first week of the quarter to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.

Students who do not attend any of their classes during the Add/Drop will be withdrawn from the University. They must contact the Assistant Director of Readmissions to return.

Students must attend a minimum of nine classes per course in order to receive a passing grade in the course. The only exceptions to this policy are graduating seniors and university imposed closings for holidays. Attending fewer than nine classes or 36 hours of course instruction will result in course failure unless the Dean of Academic Affairs determines that there are acceptable extenuating circumstances. Students should be prepared with written documentation of circumstances beyond their control that contributed to the absences for consideration by the Dean. If the student is allowed to remain in the class and receive a grade, there will need to be a description of appropriate make-up work from the respective Instructor. Please note that a student can withdraw from any class through the ninth week without receiving an "F." Course withdrawal forms must be submitted to the Registrar's Office by the close of business on Friday of week nine in order to receive a "W" grade. Holidays and official class cancellations do not count as absences.

REQUIREMENTS

1. Attend all class meetings, arrive on time, and stay for the duration of the class.
2. Faculty policies regarding attendance, tardiness arriving to class and returning from breaks, or leaving class early can be found in the course syllabus.
3. Students who violate the attendance policy will fail the course.

Consecutive Days

A student who is withdrawn for failure to attend any classes within a

Absence Policy

consecutive ten calendar day period may be permitted to apply for readmission into the subsequent quarter.

Students who miss ten consecutive calendar days may be withdrawn from the University and will receive W's for all courses, if the withdrawal occurs before the end of the ninth week of the quarter, or WF's for all courses, if the withdrawal occurs after the end of the ninth week of the quarter. Students who have been withdrawn due to violation of the consecutive absence policy but are still in good academic standing will be able to return the following quarter through the readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing academic termination. See the Satisfactory Academic Progress section.

Academic Honesty:

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Chair, or to another member of the University staff or administration immediately.

Saving Work:

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis. Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.

Reminders:

Students wishing to withdraw from a course must do so before week nine. Students wishing to drop a course without penalty must do so the first week of class.

Library:

The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

WEEKLY CLASS TOPICS AND ASSIGNMENTS

CLASS SCHEDULE:

WEEK 1:

Topics:

- Introductions / Icebreakers
- Course Overview
- Why having an online portfolio is crucial.
- A Brief History of the Internet
- The Nuts and Bolts of the Web
- The Basics of HTTP
- HTML: The Language of the Web
- Heads and Bodies
- Basic HTML Tags and How They Work
- What the Heck is CSS?
- Adding Images to a Webpage 101
- File structure and folder organization
- Design Topic: Contrast
- W3C Compliance: What it is and why it's important

Goals: Get familiar with the basic structure and syntax of HTML

In-class:

- Lecture on topics above
- Demo - HTML tags
- Demo - Addin' Style to Text
- Demo - Adding images

Assignment Due Next Week:

- Artist Bio HTML page, W3C Compliance Due

WEEK 2:

Topics:

- Adding Links to other HTML files (Relative Links)
- Understanding attributes
- Links that Don't Work (Troubleshooting)
- Linking Down to a Subfolder
- Linking Up Into a Parent folder
- Developing your Resume in HTML format
- Design Topic: Repetition

Goals: Get familiar with adding links

Due Today:

- Artist Statement HTML page (put in my dropbox)
- printed version of W3C Compliance sheet

In-class:

- Quiz 1
- Artist Bio Statement Assignment Critique
- Assignment - Constructing and Deconstructing <a> elements
- Demo - Linking Down to a Subfolder
- Demo - Linking Up into a Parent folder
- Demo - Linking to Another Site
- Assignment - Fixing a Broken Image Link

Assignment Due Next Week:

- Resume Assignment (build your HTML resume)
- W3C Compliance Due

WEEK 3:

Topics:

- The <q> element vs. blockquote

- Gimmie a Linebreak!

- Makin' Lists
- Adding colors to backgrounds and fonts
- Target: Creating a Pop-Up browser window
- The Care and Feeding of Images: JPEGs vs. GIFs
- Meet the tag
- Making Thumbnails and linking them
- The Wonder of Tables
- Testing your first website out!
- Design Topic: Alignment

Due Today:

- Resume Assignment (deliver in drop-off box)
- printed version of W3C Compliance Sheet

In-class:

- Quiz 2
- Resume Assignment Critique
- Hands-On Demo - Creating a Web Photo Gallery

Assignment Due Next Week:

- Gallery Assignment
- W3C Compliance Due
- Study for Midterm Exam

WEEK 4:

Topics:

- Integrating your pages together to make them cohesive
- Building a navigation bar (using image maps)
- Improving readability and the importance of contrast
- Using visual hierarchies to denote importance and focus
- Getting Your Site on the Web
- Domain Names, ISPs and URLs
- Absolute paths vs. relative paths
- How to Link to Other Sites
- The importance of consistency between your pages
- Branding your site
- Design Topic: Proximity
- Image maps for navigation bars

Due Today:

- Gallery Assignment
- W3C Compliance Due

In-class:

- Quiz 3
- Gallery Assignment critique
- Hands-On Demo - Building a navigation bar using image maps
- mid-term review

Assignment Due Next Week:

- Integration assignment (in-class review)

Assignment Due Next Week:

- Integration Project: Final Website Due
 - w3C Compliance for all pages due (print out)
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WEEK 5:

Topics:

- Distinguishing Between Good web-design vs. bad web-design
- How People Really Use the Web
- Designing pages for scanning, not reading

- Designing Navigation
- The importance of color and navigation in site design
- Alt tags and what they're used for
- Mid-term Review

Due Today:

- Integration Project: Final Website Due
- w3C Compliance for all pages due (print out)

In-class:

- Critique Integration Project: Final Website
- Demo – good web design vs. bad web-design

Due Next Week:

- Research at least 20 other portfolio websites related to your area of focus as a designer. Prepare to discuss.
- Study for Midterm Exam!

WEEK 6:

Topics:

- Midterm Exam
- Why Use CSS?
- Getting Under the Hood with CSS (Classes vs. IDs)
- Imbedded vs linking to an External CSS page
- A new design flow for creating websites
- Planning your site (Points to Ponder)
- The importance of Color Comps | Site Maps | Type Studies | Research

Due Today: Photography Portfolio website research

Assignment Due Next Week:

- Portfolio Site: Site Map | Color Comps | Type Studies Due

WEEK 7:

Topics:

- Sophisticated Image Galleries for the web

- Content Management Systems
- Blogs and why they're important
- Tracking Your Visitors (Playing Big Brother)
- Additional CSS tricks
- Class critique - Site Map | Color Comps | Type Studies

Due Today:

- Portfolio Project: Site Map | Color Comps | Type Studies Due

Assignment Due Next Week:

- Portfolio Project: Template HTML page | CSS Integration | Working Site Navigation Due

WEEK 8:

- **Studio Time, one-on-one help**

WEEK 9:

- **Studio Time, one-on-one help**

Assignment Due Next Week:

- Website should be live on the Internet!

WEEK 10:

- **Website must be live on the Internet and available for critique in class today.**
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WEEK 11:

Finalized portfolio website design due. E-mail URL for your site to your instructor.

Final Client Presentation (in class)

Congratulations!

PLEASE NOTE: contents of syllabus are subject to change at the instructor's discretion.

STUDENT / INSTRUCTOR CONTRACT

(DUE AT THE BEGINNING OF CLASS ON WEEK 2)

I, _____, affirm that I have received the syllabus for PH0A222 for Spring 2017. Furthermore, I have read the content of this document and understand that I will be held accountable for the assignments and other required work for this class.

I confirm that I have received the following documents:

- PHOA222 syllabus
- Class attendance policy
- Grading criteria
- Statement of Project dues dates and/or deadlines.
- Purchase requirements
- Overview of assignments and class schedule
- The website for the course assignments (<http://www.sivamstudios.com/ait>) and the instructor's contact information (krishna.at.ait@gmail.com)
- I understand that in the event of an absence it is the student's responsibility to obtain the information on what was missed.
- **Please note that the portfolio assessment constitutes 60% of your final grade.**
- **I understand that late work will not be graded and will be recorded as a ZERO.**

Signature

Date

