

## **PIERCE COLLEGE- Course Syllabus**

**ART 650:** Designing for the Web (28185), Rm Art3304 (CSU) 3 Units  
Fall2017 (08/28–12/17) – T: 5:40 – 9:55 PM  
**Instructor: Mark Flanders -**  
[www.markflanders.com](http://www.markflanders.com)  
Email: [Markart76@hotmail.com](mailto:Markart76@hotmail.com) Subject **Art 650**  
Office Hours: T: 5:00 – 5:40 PM, Art 3304  
Final: 12/12, 5:40 – 7:40 PM

**COURSE DESCRIPTION:** This course covers the principles of design for building websites for desktop and mobile delivery. Students will apply the knowledge they learn to create effectively designed sites. Art 604 is a prerequisite.

**COURSE CONTENT:** This course consists of:

### **LECTURE**

- Introducing terminology and vocabulary for web design
- [HTML for beginners.](#)
- Creating website and interface design
- Dealing with browser compatibility issues and interactivity
- [Conserving bandwidth and optimizing graphics](#)
- [Structure of web pages, blueprinting layout, flow, charting content and interactivity, interface design and testing.](#)
- [CSS, image maps, slices, alt tags, download times.](#)
- [GIF, JPEG, PNG, optimization.](#)
- [Browser safe colors, color theory, hexadecimal, and dithering.](#)
- [Vectors vs bitmaps, aliasing, & transparency.](#)
- [Embedding videos.](#)
- [Creating rollovers.](#)
- [Naming directories and files clearly.](#)
- [Mobile device design.](#)
- [Introduction to Dreamweaver, behaviors and objects.](#)

### **LAB**

- [Introduce and demonstrate web design software.](#)
- [Describe and demonstrate the process of making interactive web graphics.](#)
- [Describe and demonstrate using web graphics for mobile devices.](#)
- [Describe the process of testing graphics and websites for desktop delivery.](#)
- [Describe the process of testing graphics and websites for mobile delivery.](#)

**COURSE OBJECTIVES:** Student will be able to:

### **LECTURE**

- List and define the essential terminology and vocabulary of web page design
- [Demonstrate an understanding of HTML.](#)
- [Demonstrate the differences between different web browsers.](#)
- [Optimize graphics to conserve bandwidth](#)
- [Create the blue prints and flow chart for their website projects.](#)
- [Use CSS, image maps, slices and alt tags to create well designed web pages.](#)
- [Apply principles of color theory to their web design](#)
- [Design both vector and bitmap images for the web](#)
- [Create rollover images.](#)
- [Demonstrate proper naming conventions for directories and files.](#)
- [Design websites for mobile devices.](#)
- [Use the basics of Dreamweaver for website design](#)

### **LAB**

- [Design and create web graphic images by applying basic principles of web design](#)
- [Plan, organize, and design web images by choosing the most appropriate principles of web graphics.](#)
- [Design web graphics that can be made interactive for use on mobile devices.](#)
- [Demonstrate that web graphics and websites display correctly on desktop computers.](#)
- [Demonstrate that web graphics and websites display correctly on mobile devices.](#)

### **STUDENT LEARNING OUTCOMES:**

- [Plan and design graphics by applying the principles of bitmap and vector editing](#)
- [Apply the principles of design to design effective graphics](#)

**TEXTS:** [Adobe Dreamweaver CC` Classroom in a Book](#), ISBN-10# 0133924408 (New \$15 - \$45)  
[Adobe Photoshop CC Classroom in a Book](#), ISBN-10: 0133924440 (New \$55), Check for a used text

[Lynda.com](http://www.colapublib.org/) (Online tutorials) – \$25 a month or FREE with County of LA Public Library membership. <http://www.colapublib.org/>

[White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually](#)

through Graphic, Web & Multimedia Design  
2nd Edition

by Kim Golombisky, Rebecca Hagen  
ISBN-10: 0240824148

Recommended: any web graphic and design related materials

**REQUIRED MATERIALS AND SUPPLIES:**

- An individual idea/inspiration book & writing materials for notes
- Removable memory, such as a Flash Drive or personal external Hard Drive
- Manila 9 x 12" - 4
- Student expenses may vary

You will use the inspiration/idea book as a visual class diary for your web design ideas, collection of design items and notes. I will ask to see these periodically, so have them with you for every class.

**STUDENT RESPONSIBILITIES/REQUIREMENTS:**

- Class attendance is mandatory; attend all lectures and labs for the entire period
- Completion of all assignments, exercises and exams
- Critiques are part of the project; your attendance is required in order to successfully complete the project
- Class Participation - contributing to classroom discussions and in-class projects
- In the event of an absence, it is the responsibility of the student to get any pertinent lecture notes and demonstration materials. Ask classmates for materials and refer to your lesson plan for missed course work - Exchange contact info with at least 2 classmates today!

**GRADING POLICIES:**

100% of your grade is determined by project-based assignments:

- |  |                   |
|--|-------------------|
| • Project #1: <i>Website Autobiography/Bio with Online Resources</i> | 100 Points or 10% |
| • Project #2: <i>Website Analysis</i>                                | 200 Points or 20% |
| • Project #3: <i>Website Design &amp; Optimization</i>               | 300 Points or 30% |
| • Project #4: <i>Website with Dreamweaver</i>                        | 400 Points or 40% |

Projects will be evaluated on exploration, concepts, creativity, aesthetic merits, execution, professional presentation and following directions.

- Work that is not turned in on the due date will not be accepted without documented extenuating circumstances

- Being absent from a demonstration may limit a student's access to equipment and/or lab facilities
- Refer to Lesson Plan for details on lectures and demonstration dates
- You may be dropped from the course if you miss two consecutive classes or miss a total of three classes during the semester
- 2 late arrivals or leaving early equals 1 missed class
- If you have a documented disability requiring accommodations for this class, please see me
- Missing the final critique could result in a failing grade for the semester; plan accordingly!
- All student work is to be collected by the end of the course. Projects that are not collected will be destroyed.

**ATTENDANCE POLICIES:**

- Email me if you will be absent from class with an explanation. You are still responsible for missed info and assignments
- Arriving late or leaving early is not acceptable

**STUDENT LEARNING ACTIVITIES & METHOD OF EVALUATION/GRADING:**

Credit and a student's final grade in this course will be based upon the projects.

Projects take into account homework, student participation, and critiques. I recommend that you take notes as well as attend all classes.

- Grade challenges to be petitioned within six months of the end of the course
- All materials for grade challenge are the student's responsibility to collect and store

**Academic Honesty/Dishonesty Policy** – I reserve the right to fail any student who plagiarizes or in anyway turns in work that is not theirs. That said; if you're having problems keeping up with deadlines, see me to discuss possible solutions.

See "Academic Dishonesty"

[http://www.piercecollege.edu/schedules/fall\\_2012/Pierce\\_Fall\\_2012\\_Complete\\_WEB.pdf](http://www.piercecollege.edu/schedules/fall_2012/Pierce_Fall_2012_Complete_WEB.pdf)

### **Deadlines - Last Day To:**

Last day to drop or change classes online without incurring fees, last day to claim a refund of enrollment fees, last day to drop classes online without a grade of "W" is Sunday, September 10. Last day to drop classes online with a grade of "W" is Sunday, November 19

The No Penalty Drop Date is now the day before census (end of 2nd week for full-term classes). You must drop by that date or you will be assigned a 'W' for the class. W's count against your total attempts District wide! You can only attempt a class 3 times. That includes withdrawals, incompletes and substandard grades. Use your attempts wisely!

### **CLASSROOM POLICIES:**

- No sleeping, closed eyes or dozing off, please do what it takes to be alert for all lectures
- No loud side conversations or talking during discussions or lab
- No food or open beverages in the facilities
- No inappropriate language
- No inappropriate or offensive content permitted in projects
- No inappropriate use of facilities especially the Internet, games, or videos, unless specifically part of the assignment
- NO cell phones, personal listening devices, or BFF's; ONLY enrolled students allowed in class.



### **GENERAL POLICIES:**

- Commercial art is a client and deadline driven profession. I act as the facilitator for each project and I expect to see: concept boards, thumbnail drawings, in-process work and final material for each project.
- As in the commercial art profession, deadlines are crucial; therefore, I do not accept late projects. I expect you to be prepared for each class and critique.
- Critiques, like exams, start promptly at the beginning of the scheduled due date (see lesson plan). You will be dropped at least a letter grade for that project if you do not participate in the critique
- When e-mailing me please include your full name and course # on the subject line. Keep e-mails brief
- I do not accept projects via e-mail
- Failure to report for scheduled final examination or critique may result in a failing grade for the course.
- Students, faculty and staff have the right to a campus that is free of harassment. But as an institution with higher ideals, we expect more. We want a campus where people treat each other with respect, both physically and verbally.

***Treat the computer equipment with extreme care. If you are unsure about something, ask. Back-up all work, I will not take, "I didn't have more than one copy, I forgot it, or my computer deleted it" as an excuse!***

**If** you have a documented disability requiring accommodation for this class, please see me or contact Special Services: [http://www.piercecollege.edu/offices/special\\_services/faq.asp](http://www.piercecollege.edu/offices/special_services/faq.asp)

The syllabus and/or Lesson Plan are subject to change at instructor's discretion. I will do my best to assist you and in return, I ask that you apply yourself to the class, assignments and projects as well as attend sessions and participate in class.

### **MARK, HOW DO I GET A PASSING GRADE IN THIS CLASS?**

- Be in class on time with required materials
- Purchase the textbook and materials as soon as possible
- Do required reading and homework
- Take notes, ask questions, and study
- Check your Lesson Plan each week
- Use your time wisely especially on days when you have lab
- Hand in projects and assignments on time
- Be willing to learn and listen to advise
- Make known your ideas, concerns & needs
- Get materials and notes from your FRIENDS if you are late or absent
- Use appropriate language
- Respect the instructor, lab tech and others

Be on time for classes & do the projects on time, you should have no problem passing this class

### **Things to Keep in Mind:**

- You may have more strength in one area than another, but hang in there and it will come together. Every day is an important learning opportunity, don't miss it!
- Stay open to new ways of seeing. Chances are you have experience with technology and visual info, but now we will explore and examine how to create memorable digital content
- This Syllabus and/or the Lesson Plan are subject to change at instructor's discretion. So keep up to date on any changes

### **Some websites to check out:**

pinterest.com	etsy.com	juxtapoz.com	wix.com	squarespace.com
tumblr.com	hybeast.com	vimeo.com	thisiscolossal.com	
flickr.com	memes.com	wordpress.com	society6.com	
deviantart.com			cafepress.com	

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### **Classroom Behavior**

Disobedient, disruptive or disorderly behavior exhibited by any student may result in disciplinary action in accordance with District policies and procedures. Action may include, but is not limited to expulsion from class.

### **Plagiarism and Academic Dishonesty**

The faculty and administration of Pierce College are committed to the belief that honesty and integrity are integral components of the academic process. The College expects students to be honest and ethical at all times in their pursuit of academic goals. Students who violate the code of academic conduct by which the College maintains its academic integrity will be dealt with in a manner reflecting the seriousness of these violations.

I. Violations of academic honesty and integrity occur when a student participates in any act in which he/she uses deception or fraud while performing an academic activity. Violations include, but are not limited to, the following: Using study aids such as calculators, tape recorders or notes, when not authorized by the instructor. Cheating on examinations, assignments or experiments (allowing another student to copy one's answers or copying the answers of other students; exchanging information by any

means, including verbal exchanges, sign language, hand signals, secret codes, passed notes, creation of a distraction for the purpose of cheating; changing answers on a previously scored test, assignment or experiment; inventing information and/or data.) Allowing another student to assume one's identity in order to fulfill an assignment or take a test. Submitting for a grade the words, ideas, and/or written work (including laboratory notes and drawings) of another person without giving due credit to that person. This includes purchased papers or papers written by other students. Falsifying or attempting to falsify attendance records and/or grade rosters. Conspiring with other students to commit any of the above behaviors.

II. Consequences for any offense against academic honesty and integrity may include: An "F" or a "0" on the examination or assignment. Suspension from the class and other sanctions and/or penalties authorized by the Board of Trustees for violations of the District Code of Conduct. A record of the student's violation placed in the student's disciplinary file. Students are required to be honest and complete their own work at all times (homework, class work, quizzes, tests, etc.). Additional information about plagiarism can be found at [www.plagiarism.org](http://www.plagiarism.org) or through various websites on the Internet.

### **Essential Resources**

#### **Academic Counseling Services – 818.719.6440 Student Services Bldg, 1<sup>st</sup> floor**

Academic counselors are available to assist you with many of your educational needs such as help in clarifying your values and goals; develop a student education plan (SEP); interpret articulation agreements with other colleges and universities, and much more.

#### **ASSIST.org – [www.assist.org](http://www.assist.org)**

ASSIST is an online student-transfer information system that shows how course credits earned at one public California college or university can be applied when transferred to another. ASSIST is the official repository of articulation for California's public colleges and universities and provides the most accurate and up-to-date information about student transfer in California.

#### **Associated Students Organization – 818.719.6411**

The Pierce College student government organization supports the growth of Pierce College through active involvement with students, faculty, and staff. Our goal is to create a better environment for an overall academic experience through leadership and club participation.

#### **Book Store – 818.710.3303 College Services Bldg**

The Pierce College Bookstore provides for the sale of books and supply requirements connected with the academic programs of the college. Text book information is available online at [www.piercebookstore.com](http://www.piercebookstore.com).

#### **Career Center – 818.710.4126 Student Services Bldg 1<sup>st</sup> floor**

The mission of the Pierce Career Center is to educate and to serve the students of Pierce College in the career education, planning and development processes. Career Center services and resources provide assistance to students with the exploration of career options, the cultivation of a comprehensive employment and education plan, and the enhancement of job search techniques and strategies.

#### **Center for Academic Success – 818.719.6414 Library Learning Crossroads Bldg, 1<sup>st</sup> floor**

The CAS is committed to helping students in need of academic support acquire the skills and tools necessary to meet their individual academic, vocational, or personal goals. All tutoring services are free to currently enrolled Pierce College students.

#### **Copy Tech – 818.710-3303 Bookstore Complex**

Pierce College's High-Tech Document Production Center where students can make it, print it, and copy it, at the CopyTech! Copy Tech also issues picture ID cards to new students upon presentation of proof of enrollment (registration/fee receipt.)

**Equal Opportunity Programs and Services – 818.719.6422, Student Services Bldg, 2<sup>nd</sup> floor**

EOP&S is a state-funded support program designed to assist qualified low-income and educationally disadvantaged students in completing their educational goals with the assistance of financial and student support services. It is an invitational program open only to those who qualify and commit to participate in the program.

**Financial Assistance – 818.719.6428 Student Services Bldg, 1<sup>st</sup> floor**

If you need help paying for books and other college expenses, please contact the Financial Aid Office. Visit them on the web at [http://www.piercecollege.edu/offices/financial\\_aid](http://www.piercecollege.edu/offices/financial_aid)

**GAIN/CalWorks – 818.719.6400 Student Services Bldg, 2<sup>nd</sup> floor**

The GAIN/CalWORKs program serves all CalWORKs students attending Pierce College. A variety of services designed to support your educational, career and personal goals is offered, such as advocacy for child care, student education plans (SEP), work-study opportunities, child care in the campus Child Development Center for eligible children, and much more.

**Health Center – 818.710.4270 Student Services Bldg, 2<sup>nd</sup> floor**

Student Health Center: Medical and mental health services are available to all currently enrolled students at the Student Health Center. There is no cost to students to see any of the medical and mental health providers during extended office hours. Call 818-710-4270 to make an appointment or to ask a question. Located on the 2<sup>nd</sup> floor of the Student Services Building. [www.piercecollege.edu/offices/health\\_center](http://www.piercecollege.edu/offices/health_center)

**Library – 818.710.2833 Library Learning Crossroads Bldg, 2<sup>nd</sup> floor**

The College Library serves all currently enrolled students, college faculty and staff, and members of the community. The library is a comfortable place to study, to investigate a topic of interest, or to enjoy reading a current book, periodical, or magazine. Please feel free to ask for assistance in using the library; a reference librarian is available to help you with your research questions.

**Pass-No-Pass Courses**

Did you know you can take courses on a pass-no pass basis? Pass-No Pass is a great way to maintain your GPA while you take classes that you may not be particularly strong in. Any questions about Pass-No Pass check with an academic counselor.

**Special Services – 818.719.6430 Student Services Bldg, 1<sup>st</sup> floor**

Students with physical, learning, or psychological disabilities, who believe that they may need accommodations in this class, are encouraged to contact the office of Special Services ASAP to ensure that such accommodations are implemented in a timely fashion. Authorization, based on verification of disability, is required before any accommodation can be made.

**Transfer Center – 818.710.4126 Student Services Bldg, 1<sup>st</sup> floor**

The mission of the Pierce College Transfer Center is to help students successfully transfer to a four year institution. The Transfer Center offers aid to students in the transfer process to ensure a smooth and positive transition.



**Veterans Office – 818.719.3316 Student Services Bldg, 2<sup>nd</sup> floor**

The mission of the Pierce College Veterans Office is to provide a supportive environment for veterans and to assist them with the services they need to receive VA benefits and to

successfully complete their educational goal at Pierce College. The Veterans Office is designed as a liaison between you as a veteran and the Veterans Administration. Our Veterans staff will forward all documents required by the Veterans Administration directly to the Muskogee Regional Office. Our email contact is [pierce-veteran@piercecollege.edu](mailto:pierce-veteran@piercecollege.edu)

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YOUR ART 650, GRADING PROCEDURE & FINAL GRADE SHEET

Name \_\_\_\_\_

	<u>Points Possible</u>	<u>Points Received</u>
Project 1, <i>Website Autobiography/Bio</i>	100 pts	_____
Project 2, <i>Website Analysis</i>	200 pts	_____
Project 3, <i>Website Design &amp; Optimization</i>	300 pts	_____
Project 4, <i>Website with Dreamweaver</i>	400 pts	_____
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Total Points Possible	1000	Total Pts _____ <b>Final Grade</b> _____

\*In order to receive an "A" or "B" you must have **completed all projects, presentation, and the final**. If you have not completed all assignments your grade may be lowered or you could fail the course.

- A = 1,000 – 900:** Student’s performance has been at the highest level, showing sustained excellence in meeting all course requirements and exhibiting a remarkable degree of intellectual initiative.
- B = 899 – 800:** Student’s performance has been at a high level, showing consistent & effective success.
- C = 799 – 700:** Student’s performance has been at an adequate level, meeting course requirements.
- D = 699 – 600:** Student’s performance has been less than adequate, barely meeting the course requirements.
- F = 500 – 0:** Student’s performance has been less than adequate, and has not met the minimum requirements.