

### *Course Information*

**Course**

ART 435: Web Design  
Professor Chris Davis  
Professor Darrell Kincer, Co-Instructor  
Fall 2012, 3 credit hours

**Time & Location**

Mondays & Wednesdays from 3:30–5:50pm  
Wilson Fine Arts Building Room 116

**Description**

Students will learn interactive techniques and interface design using HTML code, CSS, JavaScript, Dreamweaver, and Photoshop. This course will be an in-depth study of interactive design for the web that focuses on skill use, thematic development, visual consistency, and efficiency. The skills you will learn in this course will enable you to develop an array of websites utilizing basic HTML, blogs, or content management systems.

**Credit Hours**

Per Georgetown College policy, students should expect to spend approximately 9 hours a week on a 3 credit hour course. Class time will occupy 5 of these hours; the remaining 4 should be spent practicing and refining skills learned in class and working on course projects.

**Contacting Your Professor**

Help is available outside of class by emailing your professor at [christopher\\_davis@georgetowncollege.edu](mailto:christopher_davis@georgetowncollege.edu). In-person assistance will generally be limited to class sessions.

**Course Website**

Daily schedules, course materials, and helpful resources will be made available at [art435.cadavis.net](http://art435.cadavis.net). Students are encouraged to make this their first stop for obtaining course information.

### *Learning Outcomes*

**Course Outcomes**

- A thorough understanding of HTML and CSS through class projects
- Familiarity with the basic tools used to build and maintain websites through in-class practice
- The ability to create designs specifically tailored to the web through class projects
- The ability to develop themes for the WordPress content management system through class projects

**Departmental Outcomes**

- Skills in formal and contextual analysis
- The ability to relate one's own creative ideas and intentions to the wider contemporary and historical context
- Technical skills showing knowledge of traditional and digital media, thereby enabling the student to execute work with competence and clarity

### Resources

#### Textbooks

Required – *Responsive Web Design* by Ethan Marcotte, ISBN 9780984442577

Recommended – *HTML5 for Web Designers* by Jeremy Keith, ISBN 9780984442508

Recommended – *CSS3 for Web Designers* by Dan Cederholm, ISBN 9780984442522

#### Materials

Required – Domain name through Hover, starting at \$15 (specifics will be discussed in class)

Required – ICDSOft Hosting Plan, \$36 (specifics will be discussed in class)

#### Additional Resources

- Daily schedules, course materials, and helpful resources at [art435.cadavis.net](http://art435.cadavis.net)
- The digital lab (our classroom)—open throughout the day, check the schedule posted by the door
- Photoshop tutorials at [lynda.com](http://lynda.com)—for those who have not completed ART 234

### Grading

#### Projects

Your grade for the course will be determined by the number of points that you earn on the following projects (formula for calculating your grade at any time – points earned divided by points possible multiplied by 100). Detailed rubrics will be available at the beginning of each project. Please note that there will be no extra credit.

Project 1 – All CSS Site Design	100 points
Project 2 – Client/Developer Project	150 points
Project 3 – Responsive Site Design	100 points
Project 4 – WordPress Child Theme	100 points
Project 5 – Responsive WordPress Theme	<u>150 points</u>
	600 points total

#### Grading Scale

A	100–92%
A/B	91–88%
B	87–82%
B/C	81–78%
C	77–70%
D	69–60%
F	59–0%

#### Late Assignment Policy

Projects are due at the beginning of class unless otherwise discussed and are due whether a student is present in class or not—please make arrangements to turn in your assignment ahead of time if you will be absent.

Projects not turned in at the beginning of class may be turned in one class late for a 25% reduction or two classes late for a 50% reduction. Projects not turned in after two classes will receive a 0.

**Academic Honesty**

Students are expected to adhere to Georgetown College's Honor System, available at [georgetowncollege.edu/studentlife/honor-system](http://georgetowncollege.edu/studentlife/honor-system). All projects must include a bibliography that details what resources were used—whether for content, code samples, plugins, or design inspiration.

The internet is full of resources for web designers, including many that will be pointed out in class. It is acceptable to refer to these resources while working on course projects. As a general rule, using small amounts of borrowed code for individual site elements (flexible grids; menus; buttons; Javascript, jQuery, or WordPress plugins; etc.) is acceptable; using very large amounts of borrowed code (HTML and PHP pages, CSS stylesheets, etc.) or entire sites is not. If you are unsure about whether the use of a particular resource crosses this line, it is your responsibility to discuss it with your professor well ahead of the project's deadline.

**Asking Questions**

It is a student's responsibility to ask for help if needed, both in and out of class. While in-person assistance is generally limited to class sessions, you are encouraged to contact your professor by email with any questions you may have. Every attempt will be made to respond within 24 hours or less.

*Attendance***Art Department Policy**

Art Department policy states that students must attend 80% of class sessions to earn credit for a course; however, you are strongly encouraged to attend every class.

**Class Policy**

- A student will receive a failing grade upon missing the equivalent of 7 classes.
- Students will receive ½ of an absence when arriving late (after instruction or work has begun) or leaving early (before class has been dismissed).
- Students will receive 1 absence when missing a class, arriving extremely late, or leaving extremely early (40 minutes or more).
- Students are encouraged to inform the professor if they know they will be absent; however, these absences will still, in general, count towards the total. This will be left up to the discretion of the professor.

**What to Do if You Are Absent**

Materials for each class session will be available on the class website at [art435.cadavis.net](http://art435.cadavis.net). Class lectures and demonstrations will not be repeated; students should get notes from another member of the class. Students are responsible for all material that is missed due to absence.

**Project Critiques**

Participation in project critiques is mandatory and a part of each project's grade. Students are expected to attend these class sessions and will lose their critique participation points if they are absent.

**Extenuating Circumstances**

In the event of extenuating circumstances (severe weather, etc.), the professor will email all students to confirm that class has been postponed or cancelled.

*Conduct*

Students are expected to behave appropriately and show respect to their fellow students during class sessions. This includes refraining from the use of electronic devices or lab computers for personal reasons.

*Course Outline*

Day 1 – Mon. 8/20  
Course Introduction  
Basic HTML & CSS

Day 3 – Mon. 8/27  
Introduce Project 1 – All CSS Site Design  
Content & Site Maps

Mon. 9/3  
No Class

Day 6 – Mon. 9/10  
Project 1 Work Day

Day 8 – Mon. 9/17  
Introduce Project 2 – Client/Developer Project  
Working with Clients

Day 10 – Mon. 9/24  
Image-Based Design  
Project 2 Work Day

Day 12 – Mon. 10/1  
Code Validation  
Project 2 Work Day

Day 14 – Mon. 10/8  
**Project 2 Due**  
Critique

Day 16 – Mon. 10/15  
Media Queries  
Project 3 Work Day

Day 18 – Mon. 10/22  
Project 3 Work Day

Day 20 – Mon. 10/29  
**Project 3 Due**  
Critique

Day 22 – Mon. 11/5  
Project 4 Work Day

Day 24 – Mon. 11/12  
**Project 4 Due**  
Critique

Day 2 – Wed. 8/22  
CSS Box Model  
Website Structure

Day 4 – Wed. 8/29  
Domains & Hosting  
Mockups & Wireframes

Day 5 – Wed. 9/5  
Advanced HTML & CSS  
Project 1 Work Day

Day 7 – Wed. 9/12  
**Project 1 Due**  
Critique

Day 9 – Wed. 9/19  
Project 2 Work Day

Day 11 – Wed. 9/26  
Project 2 Work Day

Day 13 – Wed. 10/3  
Project 2 Work Day

Day 15 – Wed. 10/10  
Introduce Project 3 – Responsive Site Design  
Responsive Design

Day 17 – Wed. 10/17  
Project 3 Work Day

Day 19 – Wed. 10/24  
Project 3 Work Day

Day 21 – Wed. 10/31  
Introduce Project 4 – WordPress Child Theme  
WordPress Basics & Child Themes

Day 23 – Wed. 11/7  
Project 4 Work Day

Day 25 – Wed. 11/14  
Introduce Project 5 – Responsive WordPress Theme  
WordPress Basics

Day 26 – Mon. 11/19

WordPress Themes

WordPress Template Hierarchy

Wed. 11/21

No Class

Day 27 – Mon. 11/26

Project 5 Work Day

Day 28 – Wed. 11/28

Project 5 Work Day

Day 29 – Mon. 12/3

Project 5 Work Day

Final – Fri. 12/7 from 6–8pm

**Project 5 Due**

Critique

**Note:** The information in this syllabus is subject to change as needed.

*Version 1, 8/18/12*

*– Initial version.*

*Version 2, 8/21/12*

*– Corrected “Flexible Box Model” to “CSS Box Model” on Day 2*

*Version 3, 8/26/12*

*– Rearranged Days 3 & 4 in Course Outline*

*Version 4, 9/16/12*

*– Rearranged Days 8–12 in Course Outline*

*Version 5, 9/30/12*

*– Minor changes to Days 10–25 in Course Outline*

*Version 6, 10/27/12*

*– Extra day for Project 3*

*Version 7, 11/13/12*

*– Changes to Days 25–29 in Course Outline*

*Version 8, 11/25/12*

*– Removed Advanced WordPress Topics on Day 27*