

### *Course Information*

**Course**

ART 370C, Topics in Studio Art: Advanced Web Design

Professor Chris Davis

Professor Darrell Kincer, Co-Instructor

Spring 2014, 2 or 3 credit hours

**Note:** Number of credit hours cannot be changed after Friday, January 17.

**Time & Location**

Mondays & Wednesdays from 3:30-5:50pm

Wilson Fine Arts Building room 116

**Description**

This course is a survey of advanced web design and development techniques. Major topics will include custom WordPress theme design and the use of JavaScript and jQuery to create interactive site elements. Students will also research a topic or technique of their choice.

**Credit Hours**

Per Georgetown College policy, you 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 Me**

Help is always available by emailing me at [christopher\\_davis@georgetowncollege.edu](mailto:christopher_davis@georgetowncollege.edu). In-person assistance will generally be limited to class sessions, but I may occasionally be available outside of class as needed. My office is located in room 108 of the Wilson Fine Arts Building.

**Course Website**

Daily schedules, course materials, and helpful resources will be made available at [web.cadavis.net/spring2014](http://web.cadavis.net/spring2014). You are encouraged to make this your first stop for obtaining course information.

### *Learning Outcomes*

**Course Outcomes**

- An understanding of WordPress custom themes through class projects
- An understanding of JavaScript and jQuery through class projects
- A thorough understanding of a topic of your choice through independent research, practice, and in-class presentation
- Familiarity with the basic tools used to build, maintain, and troubleshoot websites through in-class practice

**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***Textbook**

HTML & CSS: Design and Build Websites by Jon Duckett, ISBN 978-1-118-00818-8 (recommended)

**Materials**

Hosting through [hostgator.com](http://hostgator.com), [icdsoft.com](http://icdsoft.com), or other provider (specifics will be discussed in class)

Domain name through [hover.com](http://hover.com) or other registrar (specifics will be discussed in class)

Additional materials for Independent Project as needed

**Additional Resources**

- Daily schedules, course materials, and helpful resources at [web.cadavis.net/spring2014](http://web.cadavis.net/spring2014)
- Freely available code editors and FTP applications for Mac and Windows
- The digital lab (our classroom)—open throughout the day, check the schedule posted by the door

*Grading***Projects**

Your grade will be determined by the number of points you earn out of 850 (700 for 2 credit hour students). You must complete all required components of each project and enough optional components throughout the semester to reach 850 (or 700) points. If you complete more optional components than is necessary to reach 850 (or 700) points, you may choose which optional components you wish to count towards your final grade. Detailed information about each project will be available at the beginning of the project.

	Required	Optional
<b>1. WordPress</b>		
Site	50	
Custom theme		50
Extra theme files		25
Responsive design		25
.....		
<b>2. JavaScript</b>		
Demo 1	25	
Demo 2	25	
Site	75	
Extra JavaScript elements (1-2, 25 each)		50
Responsive design		25
.....		
<b>3. Independent Project</b>		
Progress checks (5, 10 each)	50	
Blog posts (5-10, 10 each)	50	50
Demos (2-3, 50 each)	100	50
Presentation	100	
Final grade	100	
.....		
<b>4. Final</b>		
Site	50	
Extra JavaScript elements (1-2, 25 each)		50
Extra Independent Project concepts (1-2, 25 each)		50
Responsive design		25
	<b>600</b>	<b>400</b>

**Grading Scale**

A	100-92%	Excellent
A/B	91-88%	Good
B	87-82%	
B/C	81-78%	Acceptable
C	77-70%	
D	69-60%	Poor
F	59-0%	Unacceptable

**Project Submission & Late Policy**

Due dates and submission instructions will be discussed at the beginning of each project. Absence from class does not absolve you from turning work in on time under any circumstances. Projects may be submitted late but will receive the following deductions:

Past the designated time	10% of total points
1 day late	25% of total points
2 days late	50% of total points
3 or more days late	no credit

**Extra Credit**

Extra credit is offered for perfect attendance (10 points) and for 100% class completion of the course evaluation at the end of the semester (5 points). You may also submit extra credit proposals for me to consider. Approved proposals will be offered to all students if applicable. You may earn up to 25 points extra credit.

**Academic Honesty**

You are expected to adhere to Georgetown College's Honor System, available at [www.georgetowncollege.edu/studentlife/honor-system](http://www.georgetowncollege.edu/studentlife/honor-system). All projects must include proper attribution of all resources used—whether for content, code samples, plugins, or design inspiration. Guidelines will be discussed in class.

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, jQuery plugins, etc.) is acceptable with documentation; using very large amounts of borrowed code (large portions of or entire HTML pages, CSS stylesheets, etc.) or whole 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 me well ahead of a project's deadline.

**Asking Questions**

It is your 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 me by email with any and all 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 you must attend 80% of class sessions to earn credit for a course; however, you are strongly encouraged to attend every class.

**Class Policy**

- Missing any portion of class will result in an absence. This includes arriving one minute after 3:30pm or leaving one minute before 5:50pm. Partial absences will be given based on class time missed and rounded up to the nearest quarter ( $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$  of an absence).
- After missing the equivalent of 3 classes, 7 points will be deducted from your grade for each additional quarter absence (1 absence = 28 points).
- After missing the equivalent of 7 classes, you will receive a failing grade, per Art Department policy.
- You are encouraged to inform me if you know you will be absent. Due to the length of each class session, it is easy to be tempted to occasionally leave early for appointments, work, etc. Please refrain from doing so if at all possible, as class sessions represent your main opportunity to ask questions and receive feedback from me regarding your work. Also, please note that all absences count towards your total.

**What to Do if You Are Absent**

Materials for each class session will be available on the class website at [web.cadavis.net/spring2014](http://web.cadavis.net/spring2014). Class lectures and demonstrations will not be repeated; you should get notes from another member of the class. You are responsible for any information you miss.

**Critiques**

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

**Extenuating Circumstances**

In the event of extenuating circumstances (severe weather, etc.), I will email you to confirm that class has been postponed or canceled.

**Conduct**

You are expected to behave appropriately and respectfully towards your professor and fellow students at all times. This includes actively participating in class discussions and critiques and using personal electronic devices and lab computers for course-related work only.

**Course Outline**Day 1 — Mon. 1/13

Syllabus  
Introduce Independent Project

Day 2 — Wed. 1/15

HTML & CSS review

Mon. 1/20

No class

Day 3 — Wed. 1/22

HTML & CSS review  
Introduce WordPress Site  
WordPress custom themes day 1

Day 4 — Mon. 1/27

WordPress custom themes day 2

Day 5 — Wed. 1/29

Independent Project progress check 1

Day 6 - Mon. 2/3

Work day

Day 7 — Wed. 2/5

Work day

Day 8 — Mon. 2/10

WordPress Site critique  
(Site due by 9am)

Day 10 — Mon. 2/17

JavaScript & jQuery day 1

Day 12 — Mon. 2/24

Independent Project progress check 3

Day 14 — Mon. 3/3

Class canceled due to snow

Day 16 — Mon. 3/10

Independent Project progress check 4  
(JavaScript & jQuery demo 1 due by 9am)

Mon. 3/17

No class

Day 18 — Mon. 3/24

JavaScript & jQuery day 6  
Introduce JavaScript Site

Day 20 — Mon. 3/31

Work day

Day 22 — Mon. 4/7

JavaScript Site critique  
(Site due by 9am)

Day 24 — Mon. 4/14

Independent Project presentations

Day 26 — Mon. 4/21

Introduce Final Project

Day 28 — Mon. 4/28

Work day

Final — Mon. 5/5 from 6-8pm

Final Project critique  
(Site due by 9am)

Day 9 — Wed. 2/12

Independent Project progress check 2

Day 11 — Wed. 2/19

JavaScript & jQuery day 2

Day 13 — Wed. 2/26

JavaScript & jQuery day 3

Day 15 — Wed. 3/5

JavaScript & jQuery day 4

Day 17 — Wed. 3/12

JavaScript & jQuery day 5

Wed. 3/19

No class

Day 19 — Wed. 3/26

Work day

Day 21 — Wed. 4/2

Independent Project progress check 5

Day 23 — Wed. 4/9

Independent Project presentations

Day 25 — Wed. 4/16

Independent Project presentations

Day 27 — Wed. 4/23

Work day

Day 29 — Wed. 4/30

Work day

**Note:** Information in this syllabus is subject to change as needed. An up-to-date version of this syllabus can always be found at [web.cadavis.net/spring2014/syllabus](http://web.cadavis.net/spring2014/syllabus).