



WEBSITE DESIGN I

COURSE SYLLABUS

Date 11/28/11

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COURSE NUMBER: ARV 227

PREREQUISITE(S): CPT 101 with a minimum grade of C

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course is an introduction to the production of an interactive world wide web site.

TEXTBOOK(S): *The Non-Designer's Web Book*, Third Edition, Williams and Tollett, 2006

REFERENCE(S): *The Web Style Guide*, 3rd Edition, Lynch and Horton (online book)

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Each student will be required to have at least a 2GB USB Flash Drive.

METHOD OF INSTRUCTION: This course is written as a lecture/demonstration/lab. This course will focus on the fundamentals of interface design, information architecture, and usability for web site development.

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in final grade calculation.

**GRADE
CALCULATION
METHOD:**

Quizzes	=	20%
Projects	=	35%
Exercises and Work Ethic (Participation)	=	25%
Final Project	=	10%
Final Exam	=	<u>10%</u>
	=	100%

**ATTENDANCE
POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work if approved for late submission by instructors.

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class and do not wish such absences to penalize their status in class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with outlines the make up of activities and assignments.

**CLASSROOM
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

CELLULAR PHONES AND PAGERS/BEEPERS: Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to “disruptive behavior.”

**CLASS/LAB
PROCEDURES:**

Standards for awarding grades for assignments: Individual assignments are graded according to the relative acceptability of that work for professional publication. Assignments will be awarded up to 100 percent of the grade if the assignment is publishable as turned in. Up to 90 percent of the available grade will be awarded if the work only needs minor refinement. If the basic concept is acceptable but needs substantial revision, then a maximum of 80 percent can be awarded. Seventy percent of the points will be awarded if the work is seriously flawed, but could be corrected with a lot of revision. If an assignment is severely inadequate 60 percent of the grade will be awarded.

If an assignment is not submitted by due date, no points are awarded. If a student is absent on the due date, it is their responsibility to notify the instructor on that day. If the student follows the procedure, the assignment will be accepted on the following class day only. If the student fails to notify the instructor on the due date, the assignment will not be accepted.

It is the student's responsibility to ask questions, take verbal instructions, and receive the proper information so that assignments are completed and presented correctly.

There will be no make-up opportunities for quizzes and the final exam. Quizzes may cover lecture material, reading assignments, or be in-class assignments.

All safety rules and regulations of a laboratory will be enforced.

The inability to comply with these rules is considered an unsafe act that will endanger yourself and others. Guilty participants in violation of any safety rules will be dropped from the course. **FOOD, DRINKS, OR USE OF TOBACCO PRODUCTS ARE NOT ALLOWED IN THE LAB.** Students are responsible for clean up of work areas at the end of each day and completion of each project.

Computer Lab Policy – Students are not allowed to install or download any of the following: Messenger software of any kind, games or any other interactive real time software; internet images of any kind; music from any source; photographs (except those approved by the instructor for CGC projects). Printers, scanners, and computers are not to be used for personal use or gain. Students are not allowed to enter another computer via the network to view, exchange files or execute any programs without permission from the instructor. The Commercial Graphics Computer Lab is governed by SCC's internet and copyright policies. See handbook for additional information. Violators of this policy will face disciplinary action. **No exceptions.**

Profanity in any form will **NOT** be allowed in class or lab settings.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

Inclement Weather Schedule:

- Check SCC Web Site: www.sccsc.edu
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

Program Department Chair

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592-4839
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**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Demonstrate how to efficiently search the internet for specific topics
 1. Operate Macintosh computer hardware and a variety of browser software.
 2. Differentiate successful searches from poor searches.
 3. Generate an annotated bibliography of a research topic in a linking, web-based format

- II. Recognize successful, professional websites
 1. Describe information architecture
 2. Define the concepts, principles, and processes for universal usability in websites.
 3. Differentiate print design from web design

4. Analyze established websites on an individual basis and team basis
- III. Identify structure and design of websites
 1. Reproduce a web page using HTML/XHTML
 2. Create a webpage using cascading style sheets
 3. Produce proper web-color images and graphics for internet use
 4. Differentiate readability from legibility
 5. Construct web pages with proper typography
- IV. Design websites
 1. Demonstrate a working knowledge of web authoring software
 2. Demonstrate how to design a single topic, two page website
 3. Design a complete website for a non-profit organization.