Montgomery College Rockville Campus
Communication Arts Technologies Department

TECH272 – Professional Website Development Summer 2025

9am–1:10pm, TC101, Tues & Thurs May 27–July 6
Instructor: Deane Nettles
YouTube Web Videos
All communication to:
dnettle2@montgomerycollege.edu AND Blackboard
Projects, announcements and grades are on Blackboard

In this class, I will assume you are interested in a career in web coding and so I will treat you as I would a professional web coder. I expect you to be **on time**, **homework handed in on time**, and **ready to contribute**.

GUIDELINES:
1) Instructions and assignments are available on Blackboard.

2) Work on the projects. You will only get better at web coding with practice. I'd strongly encourage you taking old class papers you've typed on a computer and practice coding them as additional practice.

3) LOOK AROUND YOU!
You are surrounded by examples of both good and bad website design that can teach you how to design, and you can use web browser developer tools to see how they are built.

4) Sketch first, code later. As you get used to coding for the web, you'll find that sketching out several quick, rough ideas – drawing boxes and assigning them semantic containers and attributes – is a much faster way to work than to start out coding. And having several ideas allows you to pick the best idea to finish.

5) Do the best you can on a given project while handing it in on time. If you get it in on time you can always do it over for a better grade.

6) You'll do better on some projects and worse on others. There is a lot of variety in these assignments. You might not like the way your project is turning out, but even if your project turns out poorly, you'll gain knowledge plus a grade.

7) As the semester goes on, projects are more complex and your deadlines will get tighter and tighter.

Review the projects NOW – think ahead about what you want to do and look for real world examples that might guide you. You can always come to me with questions about how something is done.

Class, Date, Projects	Due
Class 1 May 27 Project 1.1 File Extensions Project 1.2 File Folders Project 1.3 Basic Coding Uploading to GitHub	**GitHub due in class** **Projects due June 1**
Class 2 May 29 Project 2.1 Gropius Basic Coding	Due June 1
Class 3 June 3 Project 2.2 Hyperlinks Project 2.3 Image Links Project 2.4 Compress folder and submit	Due June 8
Class 4 June 5 Project 2.5 Head Element Project 2.6 Semantic Structure Quiz: How is class going?	Due June 8
Class 5 June 10 Create your own Wiki basic coding	Due June 15
Class 6 June 12 Dreamweaver Basic CSS Fonts Colors (Named, Hex) Project 2.7 CSS Styling Assignment	Due June 15
Class 7 June 17 Project 2.8 CSS Normalizer Project 2.9 Adding more structure Project 2.10 CSS styling structure, type and nav	Due June 22
Class 8 June 19 History of web design Creating Forms and Tables Project 3.2 and 3.3	Due June 22
Class 9 June 24 Assign resumé Project 4.1–4.2	**Resumé due in class July 3**
Class 10 June 26 Project 2.11 Using Floats and Clears to place objects next to each other	Due June 29
Class 11 July 2 Present Project 4.1–4.2 Resumé in class Project 3.4 CSS Flex for placing objects next to each other	**Flex due July 3**

COURSE DESCRIPTION

Provides instruction for creating, uploading, and maintaining professional-quality websites containing graphics, style sheets, mulitmedia, and other basic enhancements using hand-coded HTML as well as Adobe Dreamweaver's fundamental tools. Topics include website development and emerging Internet technologies and trends. PREREQUISITE(S): Any CMAP, CMSC, GDES or TECH course that is two credits or more or consent of department. Assessment Level(s): ENGL 101/ENGL 011, READ 120. Four hours lecture/discussion each week. Formerly CMAP 272.

4 semester hours

COURSE OUTCOMES:

Upon course completion, a student will be able to:
- Use basic HTML hand-coding to create and/or modify Web pages efficiently.
- Use Dreamweaver to develop Web standards pages.
- Identify basic considerations for website usability.
- Create and upload web pages to a remote server using an FTP program.
- Create data tables.
- Create pure CSS navigation and layout.
- Demonstrate ability to semantically structure a page.
- Demonstrate ability to separate presentation (goes in style sheet) and content (goes in the HTML document).
- Explain use of CSS techniques in Web page presentation to format and position text and objects.

TECH 272 SUPPLY LIST

Computer Hardware
- Access to a Personal Computer (Mac or PC, optional)
- Some way to back up your computer files consistently so if your computer fails you don't lose everything.

Software
Visual Studio Code – https://code.visualstudio.com/
Adobe – **https://adobe.com/**
There are three Adobe® programs print graphic designers use:
- **Dreamweaver** for building websites
- **Photoshop** for editing photographs
- **Illustrator** for drawing, logos, graphics and altering type and exporting them for the Web

BEYOND THIS CLASS

Because the communication arts are often concerned with the creative and exciting, web design requires you to sit on the cutting edge of technology. It is an exciting place to be; you are always learning about the things you're asked to communicate, and there are always new techniques and technology to learn. It's a great place to grow your brain.
This also means that a well-rounded graphic communicator will want to know much more than what we teach you in this class. Some areas to pursue include:
- Graphic design and typography
- Illustration and photography
- Copywriting
- Business
- Videography, video editing, sound editing
- Web design and computer programming (html, css, php, javascript, actionscript, etc.)
- Motion graphics (Animate or Hype, advanced functions of html5, css3 and javascript, After Effects)
- 3D design (Maya, 3ds Max, Cinema 4D, etc,)

All of these disciplines have their own vocabulary and rules that will be useful to expand your horizons.

GRADING
- **I grade on the basis of your projects and tests**. Your design projects depend on:
  1. **Execution** – how carefully you produced it
  2. **Concept** – how well your solution answers the assignment once we get past the initial rote assignments
- **All projects are due on the deadline**; projects must be submitted via Blackboard.
- **1-grade reduction in all categories** if up to 1 week late.
- **Projects over 1 week late will get a zero.**

Project Standards and Grades
Projects are graded based on the video instructions (or written instructions for more advanced projects).
Class Attendance: Students are expected to attend all classes and read all online instruction.
Missing more than 3 classes is an F.
Withdraw vs. F: A class dropped on or before the third week will not be recorded on your transcript. If a class is dropped after the third week and before the completion of the eleventh, the grade of "W" will be recorded. If a class is dropped after the completion of the eleventh week, a grade of "F" will be recorded. If you are not going to show up, please drop this class; if you aren't going to hand in assignments, please sign up to audit this class.

PROJECT POINTS	
Project 1.1 File Extensions	20
Project 1.2 File Folders	20
Project 1.3 Basic Coding	20
Upload to GitHub	40
Project 2.1 Basic Coding Gropius	20
Project 2.2 Hyperlinks	20
Project 2.4 Image Links, compress folder and submit	20
Project 2.5 Head Element	20
Project 2.6 Semantic Structure	20
Project 3.1 Create your own Wiki basic coding	100
Project 2.7 CSS Styling assignment	20
Project 2.8 CSS Normalizer	0
Project 2.9 Adding more structure, Project 2.10 CSS styling structure, type and nav	20
Project 3.2 and 3.3 Forms and Tables	20
Project 2.11 Using Floats and Clears	20
Project 3.4 CSS Flex	20
Project 4.1–4.2 Resume	100
Total Points:	500

AI USAGE ONLY WHEN SPECIFIED IN ASSIGNMENT

In this course, the use of Generative AI is permissible only under specific circumstances, as outlined in the assignment instructions. **When AI tool usage is allowed, exercise caution and ensure that you appropriately cite and attribute any content generated through their use.** It is essential to strike a balance between leveraging the advantages of AI resources and preserving your individual creativity and problem-solving abilities. Failure to adhere to the specified Generative AI usage guidelines will result in academic consequences. Pay careful attention to the assignment requirements to determine whether AI tools are permitted and follow the instructions accordingly.

BACKUP RULES

*   **Include your name and the project number in your file name** so we know whose project is whose.
*   **If you are working on computers at MC, do not save anything onto the desktop.** Your computer resets fully every time it's restarted, so anything saved onto the desktop will be **ERASED** – gone, lost, deleted, no longer in existence.
*   **Back up your work** onto two separate devices AND onto the school's server, so if one becomes corrupted you won't lose your work.
*   **DO NOT pull out your flash drive w/o ejecting it first.** Several students have lost ALL their work when their flash drive becomes corrupted.

MY RULES

*   Do your sketches before class if required
*   Do the work early in the week rather than later in case you run into problems
*   Pay attention during lectures and take notes
*   Do your projects as well as you can and hand in on time
*   Credit anyone whose work you use (COPYRIGHT, p. 3)
*   Ask lots of questions and help each other
*   Don't use AI – think for yourself. If you do use it on an assignment where it is allowed, attribute it.
*   Look beyond the assignments and do things you don't know how to do – experiment!

RESOURCES

There is no required book for this class.
A good beginning website is **https://www.w3schools.com/**
There are any number of other sites online, and since the Web exists on the Web, often the answer to your question is only available on the Web.

RECOMMENDED BOOKS

Learning Web Design: A Beginner's Guide
Jennifer Robbins
I personally like this book, it's up-to-date, and it has a lot of advanced information in the sidebars.

MAGAZINES

Communication Arts magazine

commarts.com – every aspiring designer should have a subscription to this excellent magazine. It will inspire and challenge the heck out of you. You can get a student subscription for $49 a year, less than the cost of a textbook.

IMPORTANT STUDENT INFORMATION LINKS

In addition to course requirements and objectives that are in this syllabus, Montgomery College has information on its web site (see link below) to assist you in having a successful experience both inside and outside of the classroom. It is important that you read and understand this information. The link below provides information and other resources to areas that pertain to the following:
*   **student behavior** (student code of conduct),
*   **student e-mail**
*   **campus tobacco-free policy**
*   **withdraw and refund dates**,
*   **disability support services**
*   **veteran services**,
*   **info on delayed openings and closings**
*   **registering for Montgomery College Alert System**,
*   **how closings and delays impact your classes**.

If you have any questions please bring them to your professor. As rules and regulations change they will be updated and you will be able to access them through the link. If any student would like a written copy of these policies and procedures, the professor would be happy to provide them. By registering for this class and staying in this class, you are indicating that you acknowledge and accept these policies.
https://www.montgomerycollege.edu/admissions-registration/student-resources/syllabus-resource-list.html

COPYRIGHT

In the real world, anything created by anyone – including you – is covered by a legal protection called "copyright". If someone else then uses that work without asking permission – or simulates someone else's work closely enough that a reasonable person would think they were copying – that copying person can be sued for copyright infringement.

In Class

As students, doing work for a class, there are relaxations in the law for educational purposes. **What I am requiring is that you please credit the web source, book source and/or the author and include the source's web address on your layout or other attachment.**

For Promotional or Commercial Work

If you intend to show work you create for class in public or use it for a client who is paying you, either:
1) **create your own work** (photography or illustration or design)
2) **hire a photographer or illustrator** to create work for you and pay them
3) **locate the person who's work you want to use and get permission *in writing* to use it**
4) **find a suitable stock photo or illustration** on a stock photo or illustration site and purchase it's use for your project.
(I am not a lawyer – if you need more information about copyright, hire a lawyer.)