

Parsons The New School for Design  
School of Art, Media, and Technology  
Web Design 1  
PSAM 1128 A CRN 7046  
Spring 2012  
F 12:00 - 14:00, D-1109

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### **Course Description**

This course is meant to provide you with the foundational knowledge required to build a website. We will not get wrapped up in theory. We will be hands-on. We will write code.

You are not required to have any knowledge of interface design, programming, or the inner workings of the web. We will focus on the core front-end technologies HTML, CSS & JavaScript and touch on the role of back-end technologies using PHP & MySQL.

Real world business needs will drive our discussions. You will learn the skills and techniques that professionals are using today.

The ultimate goal is for you to not only understand how websites come to life, but also the business that drives the industry. You should come away with an understanding of the current state of the industry, a respect for how we got here, and a sense of where we are headed.

### **Course Materials**

Web browser - [Google Chrome](#)  
Text editor - [TextWrangler](#) (Mac) / [Notepad++](#) (PC)  
FTP software - [Filezilla](#)  
Photo editing software - [Adobe Photoshop](#)  
Flash drive or hard drive to store your work

## Course Outline

This course will start with foundational concepts and then progressively build upon them. We will have a weekly reading assignment, weekly activities, 2 projects with in-class presentations, and one final project.

\* All assignments and readings are due at the beginning of the next week's class.

<b>WEEK 1</b>	<b>1/27</b>	<b>Introduction</b> <ul style="list-style-type: none"><li>- Syllabus Handed Out</li><li>- Discuss syllabus, expectations, class schedule, etc.</li></ul>	<b>Assignment:</b> Set up Twitter & Tumblr profiles  <b>Reading:</b> <a href="#">Brief History of the Internet</a> <a href="#">Dive Into HTML5 - How Did We Get Here?</a>
<b>WEEK 2</b>	<b>2/3</b>	<b>Website fundamentals</b> <ul style="list-style-type: none"><li>- brief history of the Internet</li><li>- file types and folder structures</li><li>- client / server relationship</li></ul>	<b>Assignment TBD</b> <b>Reading TBD</b>
<b>WEEK 3</b>	<b>2/10</b>	<b>Intro to HTML</b> <ul style="list-style-type: none"><li>- web standards</li><li>- semantics</li><li>- basic layouts</li></ul>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 4</b>	<b>2/17</b>	<b>Intro to CSS</b> <ul style="list-style-type: none"><li>- selectors &amp; specificity</li><li>- the box model</li><li>- browser support</li></ul>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 5</b>	<b>2/24</b>	<b>Intro to JavaScript</b> <ul style="list-style-type: none"><li>- DOM,</li><li>- browser support</li><li>- jQuery</li></ul>	<b>No assignment, no reading</b> <b>Prepare for Presentation</b>
<b>WEEK 6**</b>	<b>3/2</b>	<b>Presentation 1</b>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 7</b>	<b>3/9</b>	<b>1-on-1 Mid Term project review</b>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 8</b>	<b>3/23</b>	<b>HTML5</b> <ul style="list-style-type: none"><li>- what is it / how is it different?</li><li>- mobile applications</li><li>- rich media (Audio &amp; Video)</li></ul>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 9</b>	<b>3/30</b>	<b>CSS3</b> <ul style="list-style-type: none"><li>- transitions &amp; transformations</li><li>- media queries / responsive design</li><li>- shadows, rounded corners, and gradients</li></ul>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 10</b>	<b>4/6</b>	<b>Advanced JavaScript</b> <ul style="list-style-type: none"><li>- DHTML</li><li>- Ajax</li><li>- Object Oriented JavaScript</li></ul>	<b>No assignment, no reading</b> <b>Prepare for Presentation</b>
<b>WEEK 11</b>	<b>4/13</b>	<b>Presentation 2</b>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 12</b>	<b>4/20</b>	<b>PHP &amp; MySQL Part 1</b>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>

<b>WEEK 13</b>	<b>4/27</b>	<b>PHP &amp; MySQL Part 2</b>	<b>Assignment TBD</b> <b>Reading for next class TBD</b>
<b>WEEK 14</b>	<b>5/4</b>	<b>TBD</b>	<b>No reading, no assignment</b> <b>Prepare for final presentation</b>
<b>WEEK 15</b>	<b>5/11</b>	<b>Final Presentations</b> <b>Last Class</b>	<b>No Assignment, no reading</b>

\* All assignments and readings are due at the beginning of the next week's class.

## Learning Outcomes

By the successful completion of this course, students will be able to:

1. Understand general web concepts (hosting, file systems, DNS)
2. Write HTML, CSS & JavaScript (jQuery)
3. Create their own complex website

## Assessable Tasks

Weekly reading - Each week you will be required to complete the assigned reading. You will be required to write a response to each reading before class on your Tumblr blog and either @reply or Direct Message the link to the class Twitter account ([@PSAM1128A](#)).

You must answer each of the following questions in each post:

1. What was the most interesting thing you learned from the reading?
2. Who is the author and what company do they currently work for? (If multiple authors, pick the most interesting one)
3. Find 3 other articles related to the general topic.

Participation in group discussion related to the reading will also be taken into consideration when grading.

Weekly assignment - Each week you will be required to complete a tutorial, quiz, or other activity related to the current topic. Specific assignments TBD.

Project 1 & presentation - You will be required to take the knowledge you have gained up to this point and present a simple working website to the class. Guidelines TBD.

Project 2 & presentation - You will be required to take the knowledge you have gained up to this point and present an enhanced version of the Project 1 website to the class. Guidelines TBD.

Final Assignment - You will be required to use as much knowledge as you have gained up to this point and present a complex website (using the website from your previous

project or not). Guidelined TBD.

## **Recommended Reading**

Listed on website: <http://dennisplucinik.github.com/Parsons/>

## **Resources**

Listed on website: <http://dennisplucinik.github.com/Parsons/>

## **Grading Standards**

### **F (0%)**

Poor performance in all areas: visual form, meaning/concept, and code (technical accomplishment). Student is unable to articulate visual solutions. Project does not address any conceptual, artistic, and/or technical issues. Work that is not submitted or incomplete will be given an F.

### **D**

Less than adequate performance in all areas: visual form, meaning/concept, and code (technical accomplishment). Student is barely able to articulate visual solutions. Project does not address any conceptual, artistic, and/or technical issues.

### **C/C+**

Average performance in all areas: visual form, meaning/concept, and code (technical accomplishment). Student is able to articulate visual solutions. Project does not break new conceptual, artistic, and/or technical grounds.

### **B/B+**

Solid performance in all areas: visual form, meaning/concept, and code (technical accomplishment). Student can articulate and defend visual solutions. Project attempts to break new conceptual, artistic, and/or technical grounds.

### **A**

Outstanding performance in all areas: visual form, meaning/concept, and code (technical accomplishment). Student is able to articulate and defend visual solutions. Project breaks new conceptual, artistic, and/or technical grounds while addressing critical issues in the social landscape.

Given these criteria, the majority of papers in your class can be expected to fall in the "C" to "B+" range. Although minus grades are not included here, you may, of course, assign them at your discretion. Generally, minus grades are used in those cases where a student has fallen just short of achieving all the elements characterizing

a paper in a particular grade range.

## **I**

Temporary deferment of a regular grade when coursework has been delayed at the end of the semester for unavoidable and legitimate reasons. Given only with written approval of the instructor and program director. Request for an Incomplete Grade form must be filled out by the student and instructor prior to the end of the semester.

If a grade of incomplete is approved, outstanding work must be submitted by the seventh week of the following Fall semester (for Spring and Summer courses) or by the seventh week of the following Spring semester (for Fall courses). Otherwise, a grade of I will automatically convert to a permanent unofficial withdrawal (WF) after a period of four weeks

### **Final Grade Calculation**

Weekly reading completion	10%
Weekly activity completion	10%
Mid Term Project 1	20%
Project 2	20%
Final project	40%
Participation	+10%
TOTAL	110%

-5% for each missed class

### **Divisional, Program and Class Policies**

- Responsibility

Students are responsible for all assignments, even if they are absent. Late papers, failure to complete the readings assigned for class discussion, and lack of preparedness for in-class discussions and presentations will jeopardize your successful completion of this course.

- Participation

Class participation is an essential part of class and includes: keeping up with reading, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

- Individual Meetings / Working Sessions

During individual meetings, the rest of the class is expected to work on their projects and gather feedback from fellow classmates. A sign-up sheet will be provided for students to select their meeting times.

- Attendance

Faculty members may fail any student who is absent for a significant portion of

class time. A significant portion of class time is defined as three absences for classes that meet once per week and four absences for classes that meet two or more times per week. During intensive summer sessions a significant portion of class time is defined as two absences. Lateness or early departure from class may also translate into one full absence.

- Instructor Delays

In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

- Academic Integrity

This is the university's Statement on Academic Integrity: "Plagiarism and cheating of any kind in the course of academic work will not be tolerated. Academic honesty includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of instructors and other students). These standards of academic honesty and citation of sources apply to all forms of academic work (examinations, essays, theses, computer work, art and design work, oral presentations, and other projects)."

It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension from the university, or dismissal from the university.

Every student at Parsons signs an Academic Integrity Statement as a part of the registration process. Thus, you are held responsible for being familiar with, understanding, adhering to and upholding the spirit and standards of academic integrity as set forth by the Parsons Student Handbook.

### Guidelines for Written Assignments

Plagiarism is the use of another person's words or ideas in any academic work using books, journals, internet postings, or other student papers without proper acknowledgment. For further information on proper acknowledgment and plagiarism, including expectations for paraphrasing source material and proper forms of citation in research and writing, students should consult the Chicago Manual of Style (cf. Turabian, 6<sup>th</sup> edition). The University Writing Center also provides useful on-line resources to help students understand and avoid plagiarism. See <http://www.newschool.edu/admin/writingcenter/>.

Students must receive prior permission from instructors to submit the same or

substantially overlapping material for two different assignments. Submission of the same work for two assignments without the prior permission of instructors is plagiarism.

#### Guidelines for Studio Assignments

Work from other visual sources may be imitated or incorporated into studio work if the fact of imitation or incorporation and the identity of the original source are properly acknowledged. There must be no intent to deceive; the work must make clear that it emulates or comments on the source as a source. Referencing a style or concept in otherwise original work does not constitute plagiarism. The originality of studio work that presents itself as "in the manner of" or as playing with "variations on" a particular source should be evaluated by the individual faculty member in the context of a critique.

Incorporating ready-made materials into studio work as in a collage, synthesized photograph or paste-up is not plagiarism in the educational context. In the commercial world, however, such appropriation is prohibited by copyright laws and may result in legal consequences.

#### • Student Disability Services

In keeping with the University's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations is welcome to meet with me privately. All conversations will be kept confidential. Students requesting any accommodations will also need to meet with Jason Luchs in the office of Student Disability Services, who will conduct an intake, and if appropriate, provide an academic accommodation notification letter to you to bring to me. At that point I will review the letter with you and discuss these accommodations in relation to this course. Mr. Luchs' office is located in 79 Fifth Avenue, 5<sup>th</sup> floor. His direct line is (212) 229-5626 x3135. You may also access more information through the University's web site at <http://www.newschool.edu/student-services/disability/>.