ADVANCED WEB DESIGN AND STRATEGY SYLLABUS

DIGD-307-1

Credits: 3
Course Type: Studio
Term: Fall 2017

Class Schedule:
Monday 6:30PM-10:00PM

Class Location:
Hayward Hall 102

Instructor Information:
Name: Wright Seneres
Office Hours: By appointment
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Course Description

DIGD-307: This course exposes students to conceptual and technical aspects of Web design. Information architecture, semiotics, storyboarding and site management are taught; in addition to learning technical skills in Web production software and HTML. Additional areas of focus include typography, color theory, composition and motion graphics for the Web. The final project requires the publication of a Web site that pushes the boundaries of traditional interactive media.

Course Objectives

The objective of this course is to develop an advanced, comprehensive understanding of HTML and CSS, mobile-first/-friendly, responsive web design techniques, and user experience solutions for web design.

Prerequisites

DIGD-206 or GRAPH-310 or ANIM-202

Credit Hours

A credit hour is a measure of the amount of work represented in intended learning outcomes and verified by evidence of student achievement. A credit hour is an institutionally established equivalency that reasonably approximates not less than: (1) one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately 15 weeks for one semester hour of credit of the equivalent amount of work over a different amount of time; or (2) at least an equivalent amount of work for other academic activities such as laboratory work, studio work, internships, or academic work leading to the award of credit hours. For studio and laboratory courses, the conventional suggestion is two hours of instruction and at least four hours of work outside of class each week for approximately 15 weeks represent one hour of credit.

Grades

Included in the evaluation process:
- The student's abilities to fulfill the course objectives and by the manner in which this was done.
- Class projects will be critiqued and graded in relation to concept, aesthetic and technical skills.

More information on grades and grade point average can be found in the University catalog (Academic Policies and Procedures). Grading rubrics and more information for all projects and class activities will be provided by the instructor during the semester. A grade breakdown for the main projects of the semester is provided below under **Final Projects**.

Grading Scale:

Superior	Above Average	Average	Below Average	Failing
A = 4.00	B = 3.00	C = 2.00	D = 1.00	F = 0.00
A- = 3.67	B- = 2.67	C- = 1.67		
B+ = 3.33	C+ = 2.33	D+ = 1.33		

The following definitions are applied to appropriate letter grades:

A = excellent performance, well above expected achievement
B = good performance above expected achievement
C = expected achievement
D = poor or below expected achievement
F = failure

Course Content & Schedule

Wk	Topic(s)	Deliverables
1	Review Foundations and introduce Advanced course requirements	Identify user requirements and generate web design workflow deliverables. Review and write HTML markup for attributes and elements, page titles, paragraphs, headings, lists, images, tables, and forms. Review and write CSS selectors, properties, values, colors, text size and shape, margins and padding, and borders. Explore user pathways and user experience.
2	Mobile-first and responsive web design	Gain understanding of current practices in mobile-first design and designing for multiple devices. Write mobile-first media queries. Reflect on user experience considerations of mobile-first/responsive designs.
3	NO CLASS (LABOR DAY)	
4	CSS frameworks	Continue exploration and understanding of CSS frameworks such as Bootstrap.
5	Advanced HTML	Write HTML markup for special text (time, mark, presentation), conditional comments,

		tables (columns, headers, footers), links (accessibility), forms (accessibility, input types, attributes, data lists), embedded content (video and audio).
6	Advanced CSS, pt 1	Write CSS flexbox.
7	Advanced CSS, pt 2:	Write CSS Grid.
8	Principles of User Experience	Apply user experience design principles (the fold, accessibility, minification/loading speed, optimization, design for multiple devices, analytics, color theory and composition, typography) to website design. (Presentation of in-class projects work-in-progress and Slack critiques.)
9	Advanced CSS, pt 3: Introduction to interactivity	Write CSS for transitions and transforms as an introduction to interactivity
10	JavaScript and jQuery, pt 1	Recognize basic JavaScript functions and variables, utilize pre-written scripts in website designs.
11	JavaScript and jQuery, pt 2	Experiment with and utilize jQuery plugins in website designs.
12	JavaScript and jQuery, pt 3	Experiment with and utilize jQuery plugins in website designs.
13	Advanced CSS, pt 4:	Write CSS for supports, custom variables, filters, etc.
14	Studio time	
15	Studio time	
	DATE TBA	Final Presentations/Critiques
	Fri Dec 15	Grades due/available to students

Learning Outcomes: upon completion of this course, students will be able to:

- Identify user requirements and generate web design workflow deliverables
- Apply user experience design principles to website design
- Create valid, well-structured, semantic, responsive HTML and CSS
- Apply introductory knowledge of JavaScript and jQuery to website design
- Produce preliminary working design prototype/solutions
- Incorporate design critiques into viable changes in design
- Construct fully-coded, functional, usable websites

Relationship of Course to Program Curriculum: This course is a key component of several design programs at Jefferson, including the Web Design & Development and Graphic Design Communication programs. The DIGD-307 course builds upon skills and concepts introduced in DIGD-206/IDF-502 (or equivalents) and prepares students for more detailed programming and technical concepts in the DIGD-403 course, etc.

Course Content and deadlines subject to change based on student progress.

Supplies

A USB flash drive (a minimum of 2GB), external hard drive, and/or cloud storage resource (like Dropbox or Google Drive, etc.) is recommended. A daily backup of your work on an external hard drive, CD/DVD, and/or cloud service in case of natural disaster, theft or loss is also highly recommended. The session folders on each machine are erased frequently, this is not recommended as a backup option. A notebook or sketchbook is also recommended, especially during the initial wireframing process.

Text and Resources

There is one (1) required textbook for this course: _Rocket Surgery Made Easy_ by Steve Krug (2010, ISBN-10: 0321657292, ISBN-13: 978-0321657299).

Strongly recommended is _HTML & CSS_ by Jon Duckett (2011, ISBN-10: 1118008189, ISBN-13: 978-1118008188). A list of other recommended books and resources will be provided by the instructor.

Videos (instructor-produced and others) will be utilized for the course, as well as readings and other multimedia assigned from a variety of sources.

Online Resources: We will use the team communication platform Slack (slack.com) for discussions, weekly assignments, in-class activity file-sharing, announcements, and other relevant information, etc. An invitation to join the Slack channel for the course will be sent to you at or before the first class meeting. The Slack team for this course is at https://jeffersondigital.slack.com/ (account sign-in required for entry). This syllabus will also be available on the official Blackboard site for this course. This course will also use EdPuzzle.com, Prezi.com, YouTube, GitHub, CodePen, and other resources as needed.

Class Procedure

Classes will meet once per week for 3.5 hour sessions. In an effort to provide you with more autonomy in your learning process, the class procedure will incorporate a flipped/hybrid/blended learning approach. You will be assigned a variety of materials to read and videos/podcasts to watch/listen to on your own every week before class, with quizzes assigned to evaluate your understanding of the material. Our class time will be devoted to completing your understanding of the concepts from the weekly assignments and advancing your project work during studio time.

Class sessions will largely consist of:
- Active retrieval, application, and extension of concepts through in-class activities/lectures
- Studio work on final projects, with incorporation of new concepts
- Fun!

A guest speaker or speakers and/or class field trip is tentatively scheduled for later in the semester, more details will be provided when finalized. Please note that the course schedule (see above) is subject to change.

Final Projects

Project #1 - Local business or product website design (in-class project)

In-class activities will be incorporated into a semester-long project and graded as described below to create a design solution for a local business or product, including digital documentation of personas, user tasks and flow, wireframes or visual comps, Slack critique, and mobile-first, responsive HTML/CSS code. Additional spec sheets and design parameter documents will be distributed by the instructor as needed. Students will present this project twice: during the semester and at the end of the semester.

Project #2 - Favorite album or film

Students will use the popular CSS framework Bootstrap to build a mobile-first, responsive website for their favorite album or film. Additional spec sheets and design parameter documents will be distributed by the instructor as needed. Students will present this project twice: once during the semester, once at the end of the semester.

Grade Breakdown

Project #1 - Local business or product website	**75% of grade**
Project #2 - Favorite album or film	**25% of grade**

Late Project/Assignment Submission Policy

In accordance with University policy, students are expected to attend class every day with all relevant required course materials and work. If you are absent from class, contact your faculty as soon as possible, preferably before the next class meeting. Students remain responsible for any missed work, for work completed in class, and for work due and must arrange for that work to be delivered to the faculty on time.

Serious illness, family emergencies, or other crises mean that students should contact the Dean of Students Office as soon as possible (215-951-2740). Students are responsible for all work related to this class; however, faculty may (but are not required to) make some accommodation in terms of time of delivery and/or make-up exams for major tests. Please consult with your faculty and your academic advisor to determine whether you should withdraw from the course or request an incomplete grade in the case of serious illness or crises.

The University respects students' rights to observe religious holidays. Students planning to be absent from a class due to religious observance shall notify the faculty during the first week of classes, if possible. Absence from classes or examinations for religious reasons does not relieve students from responsibility for any part of the course work required during the period of absence. Professors shall work with students to ensure they have a reasonable opportunity to make up missed classes and assignments.

Resubmission Policy
As the projects for this course (as described above) are due at the end of the semester, resubmittals cannot be accepted.

Official Class Enrollment
All students must be officially enrolled in this course (either for credit or auditing) to attend. If you are not on the class list/roster, you are not registered and will not be permitted to stay in the class. All students must enroll for classes through the appropriate registration processes.

Preferred Name
For students who have submitted the "Preferred First Name Request" form to the Office of the Registrar for review and approval prior to the start of the semester, the preferred name will appear on the class roster. For additional information on the policy, see the Academic Policies and Procedures section in the Academic Catalog, http://www.philau.edu/catalog/UniversityAcadPolicyProcedures/index.html. For instructions for completing the request, see the Registrar's website, http://philau.edu/registrar/forms.html.

Academic Integrity
Academic Integrity and honesty is the foundation of the University teaching, learning, and professional community. Anyone who is a part of this community who knowingly or unknowingly breaks the rules of academic integrity as defined by the University community commits an offense against all members of this group. In order for all to know and understand the standards that define academic integrity at the University, the following policy has been developed and ratified by students, faculty, and staff. These policies pertain equally to all courses regardless of the method of delivery. Thus, they pertain to courses delivered fully or partially online as much as to courses delivered in-person. Students in all course delivery formats, including online and other forms of distance-learning, must complete all coursework themselves. Any attempt to have others complete coursework in the student's name is a form of cheating.

Academic integrity is a policy about ethical behavior at the University regarding one's intentions, decisions, and actions while conducting academic work. It includes values such as avoidance of the following: cheating; plagiarism; copying; the fabrication of

information; and facilitating, or denying others access to information. It expects honesty and rigor in research, course work, writing and publishing. Academic Integrity is taken seriously in this course. Any student violating the University's academic integrity policy will be subject to appropriate sanctions. The University's complete academic integrity policy is available in the Academic Catalog:
http://www.philau.edu/catalog/UniversityAcadPolicyProcedures/UgradStudentAcademicPandP/index.html#AcadInt and
http://www.philau.edu/catalog/UniversityAcadPolicyProcedures/GradStudentAcademicPandP/index.html#AcadInt.

Academic resources, including information on citation and documentation for all written work, projects, and presentations, are also available on the Academic Success Center's website: http://www.philau.edu/learning/writingguidelines.html.

Classroom Rules & Personal Conduct
The studio is our home. Just how pleasant an experience it is to be here depends on just how considerate we are to each other. Classroom spaces must be left in the condition in which you found them – or better. Remember that other students will follow you and they will inherit the space, equipment and furniture the way you leave it.

- No smoking
- No cutting directly on desk surfaces
- No eating or drinking by computers and equipment
- Throw away all trash
- If you play music while you work you should use headphones or play it very quietly. Music should certainly not be audible to individuals in the adjacent rooms.

Attendance/Lateness
In accordance with University policy, students are expected to attend class every day with all relevant required course materials and work. If you are absent from class, contact your faculty as soon as possible, preferably before the next class meeting. Students remain responsible for any missed work, for work completed in class, and for work due and must arrange for that work to be delivered to the faculty on time.

Serious illness, family emergencies, or other crises mean that students should contact the Dean of Students Office as soon as possible ((215) 951-2740). Students are responsible for all work related to this class; however, faculty may (but are not required to) make some accommodation in terms of time of delivery and/or make-up exams for major tests. Please consult with your faculty and your academic advisor to determine whether you should withdraw from the course or request an incomplete grade in the case of serious illness or crises.

The University respects students' rights to observe religious holidays. Students planning to be absent from a class due to religious observance shall notify the faculty during the first week of classes, if possible. Absence from classes or examinations for religious reasons does not relieve students from responsibility for any part of the course work required during the period of absence. Professors shall work with students to ensure they have a reasonable opportunity to make up missed classes and assignments.

If you miss three classes, your grade will be dropped a full letter grade. More than four unexcused absences will result in a final grade of FAIL and a recommendation to drop the course.

Inclement Weather Policy
To ensure the continuation of student learning in time of emergencies, including severe weather, it the policy of the University not to cancel classes. However, if on campus sessions are not possible, students are responsible for checking their university email and/or Blackboard for information from their faculty advising them of any immediate impact on the students' preparation for the next class meeting.

In this event, faculty members have several options including:

1. Holding class through asynchronous electronic means such as emailing the students or posting to Blackboard class lessons, discussion forums and/or additional assignments related to class content;
2. Holding class through synchronous online means.
3. Holding class at a rescheduled time acceptable to all class members. If there are students who are unable to attend a rescheduled class, the faculty should make reasonable accommodations for the student(s) to make up the work.

Gutman Library (www.philau.edu/library)
Gutman Library is a gateway to a variety of information resources. The homepage of the library provides 24/7 access to online databases of articles, e-journal collections, e-books, and specialized information to support your coursework. See a list of Research Guides for specific programs and courses at http://libguides.philau.edu. The library building is wireless, has 80 available workstations (PCs and Macs), printers, scanners, and copiers; as well as individual and group study spaces.

The Academic Success Center (http://www.philau.edu/SuccessCenter)
The Academic Success Center provides one-on-one tutoring assistance for writing, study strategies, test taking, and specific University courses*. To make a tutoring appointment, students should log into Starfish and select My Courses or go to the Services page, or stop by the Academic Success Center in Haggar Hall or call (215) 951-2799. Academic resources, including information on citation and documentation, note taking, and study strategies are available on the Center's website.

Technology Resources (http://www.philau.edu/OIT/)
The University provides wireless network access in all campus buildings. If you need a computer, Gutman Library and Search Hall have open access computers. For assistance with technology issues, students should contact the Technology Help Desk at (215) 951-4648 or send an email to helpdesk@philau.edu.

Accessibility Services (http://www.philau.edu/accessibilityservices/)
The University does not discriminate on the basis of disability, in accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. The University makes accommodations for students with disabilities who seek accommodations in the classroom. All students interested in receiving accommodations must contact the Office of Student Accessibility Services by email at AccessibilityServices@philau.edu, phone at (215.951.6830) or office visit. The office is located in Kanbar 102D. Students requesting accommodations in the classroom must present a current accommodation letter from the Office of Student Accessibility Services to the instructor, before accommodations may be made. The University works with students with disabilities regarding equal access to all services and programs. Requests for accommodations may be made at any time (although accommodations are not retroactive). The University encourages all students who have any inquiries to contact the Office of Student Accessibility Services.

Use of Electronic and Recording Devices with Prior Permission
Electronic devices may be used to record a lecture, presentation, interview or similar activity with prior permission of the individual being recorded. This permission does not extend to others who may be present. Verbal permission may be sufficient for recording within a class or meeting for personal use. However, written permission must be obtained prior to recording or transmitting someone's image or speech over the airwaves, in public, on the web, as part of a class assignment or any University sponsored activity or program. The University's complete "Use of Electronic and Recording Devices" is available in the Student Handbook, http://www.philau.edu/studenthandbook/2016-2017/studentlifepolicies/electronicandrecordingdevices.html.

Collection of Student Work
The University is committed to providing excellent and innovative educational opportunities to its students. To help us maintain quality academic offerings and to conform to institutional and professional accreditation requirements where relevant, the University and its programs regularly examine the effectiveness of the curricula, teaching, services, and programs the University provides. As the University sees appropriate, it may retain representative examples or copies of student work from all courses. This might include papers, exams, creative works, or portfolios developed and submitted in courses or to satisfy the requirements for degree programs as well as surveys, focus group information, and reflective exercises.

Program Director

If for any reason you need advisement from the program director, feel free to e-mail Neil Harner at harnern@philau.edu or call his office at (215) 951-2913.

Emergency

In the event of an emergency call Jefferson Security at 2999.