



Kanbar College of Design,  
Engineering and Commerce  
School of Design and Engineering

B.S., Graphic Design Communication  
B.S., Web Design & Development

**DIGD 206-2 Advanced Web Design & Strategy**  
**Syllabus**

Credits: 3 Course Type: Studio

Term: Spring 2017

Class Schedule: Thursdays 6:30pm-10:00pm

Class Location: Hayward Hall 100

**Instructor Information**

Name: Wright B. Señeres

Office Hours: By Appointment

E-mail: seneresw@philau.edu

Phone: 609-807-8017

**Course Description**

**DIGD-206:** This course will be an exploration into the design process and techniques for creating interactive experiences. This will be a first step in learning to think and work as a web designer. We will cover a basic understanding of information architecture, usability, front end programming logic, and design literacy. We will also discuss the principles of raster and vector electronic imaging as a means to provide a solid foundation needed to succeed in the digital design field.

Relationship of Course to Program Curriculum: This course is a key component of the Web Design and Development and Graphic Design Communication programs. The DIGD-206 course prepares students for more detailed programming and technical concepts in the DIGD-307 and DIGD-403 courses, etc.

**Course Objectives**

In this course, students will be introduced to design principles and best practices, and develop a working knowledge and practical skills in modern web design and strategy. Through project work, students will:

- Describe and evaluate two (2) websites
- Plan and produce three (3) original websites
- Appraise and critique a peer website

**Prerequisites**

ADFND-102 or DSGNFND-203

**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 **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

Foundational concepts in web design and strategy, usability, user experience

Application of general design principles in the digital environment

Introductory HTML and CSS

Mobile-first, responsive web design techniques and strategies

Industry standard web production methods and best workflow practices

Week	Topics	Key Deliverables
1	Course introduction; Web design thinking; Design principles and usability	Evaluate "good" vs. "bad" sites for speed, readability, user tasks, accessibility, responsiveness. Review general design principles and apply to the digital

		environment. Understand introductory usability and user experience concepts.
2	Website workflow and documentation Introduction to responsive design	Gain understanding of general website design documentation and production workflow, effective file structuring. Identify client requirements. Apply responsive design thinking to workflow.
3	Visual design and typography	Review use of Photoshop (or similar) to create medium/high fidelity designs. Gain understanding of use of raster vs. vector graphics on the web. Apply typographic principles to the digital environment.
4	HTML & CSS, part 1	Write HTML markup for basic structuring of content and CSS styling (box model).
5	HTML & CSS, part 2	Write HTML markup for navigation, CSS for layout, and positioning.
6	HTML & CSS, part 3	Write HTML markup for forms, images, audio, and video, CSS for background images, etc.
7	Responsive design	Write HTML markup and CSS media queries, background image manipulation. Use developer tools in browser to test designs.
8	JavaScript/jQuery and interaction; Social media and analytics; Web hosting	Gain understanding of basic interaction on the web. Incorporate social media into website designs. Gain basic understanding of web analytics. Upload files to web hosting using FTP.
9	Presentations and user testing	Present portfolio sites in front of class, appraise and critique peer portfolio site.
10	SPRING BREAK (NO CLASS)	
11	Wordpress and CMS	Gain introductory-level understanding of content management systems such as Wordpress.

12	CSS frameworks	Gain introductory-level understanding of CSS frameworks such as Bootstrap.
13	HTML & CSS, part 4	Write additional useful HTML markup, CSS for transitions and animations, vendor prefixes.
14	Studio time/TBA	
15	Studio time/TBA	
16	Final presentations/critiques	

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

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

### **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 no required textbook for this course. 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](https://slack.com)) for discussions, weekly assignments, in-class activity file-sharing, announcements, and other relevant information, etc. An invitation to join the Slack channel (#sp-17-digd-206-2) for the course will be sent to you at or before the first class meeting. The Slack team for this course is at <https://animationinteraction.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 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 - Professional portfolio (in-class project)

In-class activities will be incorporated into a project for each student to create an individual professional portfolio website, including digital documentation of personas, user tasks and flow, mobile-first wireframes, mood boards, visual comps/prototypes, UI elements, and responsive HTML/CSS code. A more detailed brief and grading rubric will be distributed by the instructor. A final presentation/critique will be made by the students during the semester.

#### Project #2 – Wordpress case studies blog

The first part of this project is to set up, design, and customize a (free) Wordpress.com blog site. The second part of this project is to write descriptions and evaluations of two (2) websites using concepts discussed in class. A more detailed brief and grading rubric will be distributed by the instructor. A final presentation will be made by the students at the end of the semester.

#### Project #3 - Editorial site

Editorial websites are also known as “print to web” and classic examples are sites for [The New Yorker](#) and [The Onion](#). One purpose of an editorial site is to enhance content by designing an online version of an existing magazine while maintaining the look and feel of the original. A more detailed brief and grading rubric will be distributed by the instructor. A final presentation will be made by the students at the end of the semester.

### **Grade Breakdown**

Project #1 - Professional portfolio (in-class activities, quizzes)	<b>1/2 of grade</b>
Project #2 - Wordpress site and evaluations	<b>1/4 of grade</b>
Project #3 - Editorial site	<b>1/4 of grade</b>

**Late Project/Assignment Submission Policy**

All project/assignment deliverables are to be submitted in on the due date at the beginning of the specified class, unless the professor has given the student an extension. Permission for any extension must be requested by the student in person, by telephone, or by e-mail before the due date of the project/assignment, unless an extraordinary circumstance prevents the student from doing so. This extraordinary circumstance, which must be beyond the student's control, is to be explained to the professor by the student by telephone, by e-mail, or in person no later than two (2) business days from the due date of the assignment and must be considered justifiable by the professor. If the circumstance is not considered justifiable by the professor or if the student provides no reason after two (2) business days from the date of the assignment, the student will receive a failing grade for the assignment. If a project (or any required component of the project) is handed in one day late without justifiable reason, the project will receive an immediate failure and will not be permitted for resubmission.

**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 Catalog, and instructions for completing the request, see the Registrar's website.

**Academic Integrity**

Academic Integrity and honesty is the foundation of the Philadelphia 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 Philadelphia 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 Philadelphia 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 Philadelphia 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, coursework, 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 2016-17 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.

It is the instructor's intent and policy to provide a safe and healthy environment for learning, personal growth, and fun (yes, fun!) in the classroom. The well being of the classroom depends greatly on the judgment and considerate behavior of everyone in it. Critiques must always be kept constructive. Mobile phones should be kept silent. The University's complete conduct policy is available in the 2016-17 Academic Catalog and University's Student Handbook.

### **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 at (215) 951-2740 and follow up with a direct explanation to the faculty. 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 is the policy of Philadelphia 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](http://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/start>. The library building is wireless, has 80 available work-stations (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 Philadelphia University courses. To make a tutoring appointment, students should stop by the Academic Success Center in Haggard 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](mailto:helpdesk@philau.edu).

**Disability Services** (<http://www.philau.edu/disabilityservices/index.html>)

Philadelphia 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 Disability Services by email at [DisabilityServices@philau.edu](mailto:DisabilityServices@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 Disability Services to the instructor, before accommodations may be made. Philadelphia 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 Disability Services.

**Collection of Student Work**

Philadelphia 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 Philadelphia 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](mailto:harnern@philau.edu) or call his office at (215) 951-2913.

**Emergency**

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