

# Web Design



Fall 2013  
Leo Hall Room 108  
Comm 306 Section 01

Instructor: **Ralph M. Rivera**

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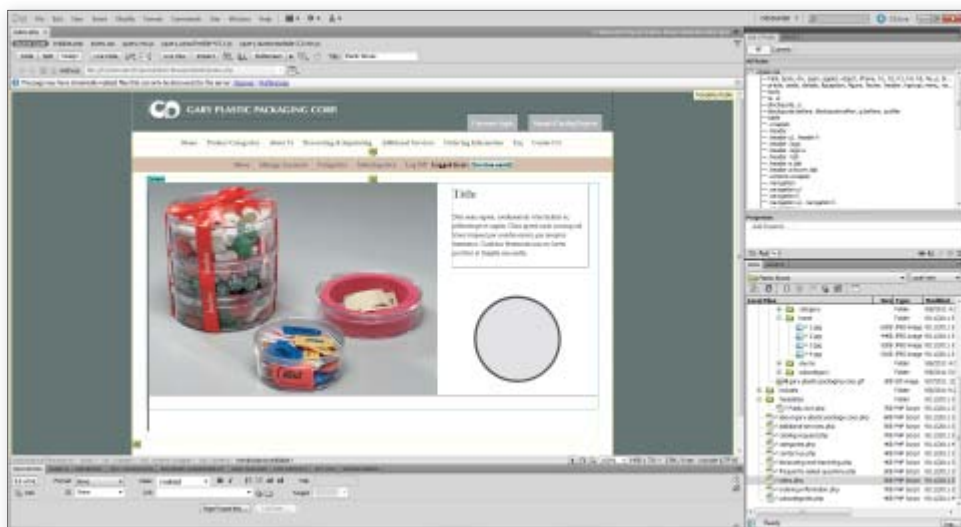
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## Course Description

The purpose of this course is to provide students with a comprehensive understanding of the web development process, from planning through execution. At the conclusion of this course, students will have a fundamental understanding of planning, building and maintaining a web site using Adobe Dreamweaver as the primary development tool. We will cover concepts such as HTML, CSS, structure, navigation, user interface, as well as development techniques and strategies.

## Objectives

1. Conceptualize and develop a sitemap and information architecture for the planning of a web project.
2. Understand and use Adobe Dreamweaver as a web development environment.
3. Build and utilize Dreamweaver templates.
4. Incorporate web optimized images into a web page.
5. Develop reusable CSS stylesheets.
6. Build a complete web site that incorporates valid HTML and CSS and demonstrates an understanding of Dreamweaver user interface, tools and techniques.



## Procedures

Classroom lectures, demonstrations and labs will be used throughout the semester to illustrate key concepts and provide instruction in the use of Dreamweaver as well as other related development software. Each student will be expected to work on projects in class during labs and outside of class by either scheduling time in the lab or working on their own computer. Use of the computer lab is based upon availability. To access the computer lab, contact the Communication Department directly.

Projects will be based on the use of the software introduced during class, and project requirements and parameters will be posted to Moodle and updated regularly. All projects will be original work.

## Attendance

Class attendance is an obligation. Most of this class involves practical application and production, which is time consuming and requires assistance by the instructor. Your attendance and participation is vital to learning and to the success of the class as a whole. Do not be late to class. Lateness is disruptive to the class and is viewed unfavorably. Absences and lateness will result in the lowering of your final grade.

The following is the Communication Department's agreed-upon policy beyond the College-wide policy: "After four hours of unexcused absences – that is to say, absences without a legitimate, documented reason – your instructor reserves the right to assign you the grade of "F" for the course.

Attendance will be taken each class session. Each class missed will result in a half letter grade reduction to your final grade at the end of the semester.

## Facilities

All work for this course may be completed in the Department of Communication Computer Lab or on your own computer if you have the appropriate tools. All work must be submitted electronically; you will be informed of appropriate submission avenues on a project by project basis. Please report all equipment damage or malfunctions immediately. Always leave the computer lab in the condition that you found it. Do not attempt to add programs or change the computers in any way. You may not use the computer lab for any purposes other than production and research related to classroom work.

## Grading/Assignments

Course projects will assess the student's understanding of and proficiency using the software and web development techniques discussed. Projects and assignments will be calculated as noted on the course calendar. The course calendar is to be used as a guideline. Flexibility is important, although grades will be affected when projects are not handed in on time. Attendance, class participation and other miscellaneous in-class projects will also contribute to your final grade.

## Class Rules

1. Reboot your workstation at the start of each class session and log into Moodle.
2. Bring a USB drive to every class. Save any work files to your drive. Do not save any data to the lab computer's hard drive.
3. After each class session, close any open applications, shut down the computer and turn off the monitor.
4. Cell phones/mobile devices are not allowed in the classroom. Any mobile device usage will result in a half letter grade deduction from the final total grade for the semester for each instance.
5. When communicating with me electronically, be direct, clear and succinct. Proofread for grammar, spelling and punctuation. Write all communications as if they were business communications.
6. When posting to Moodle, be clear in your subjects, bodies and file attachments.
7. Be on time to class.

