**BOROUGH OF MANHATTAN COMMUNITY COLLEGE   
The City University of New York   
Department of Media Arts and Technology**

Title of Course: MMP 240 Web Design

Semester: Spring 2016 Class Hours: 4

Laboratory Hours per Week: 4 Credits: 3

Prof. Nina S. Young

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**Course Description:**

In this course, students will learn the necessary technical skills to create meaningful web sites that

show off their strengths as coders and designers. Students will build web sites that

demonstrate their mastery of standards compliant html and CSS, as well as an understanding

of web usability. Students will also learn how to trouble-shoot and solve technical issues. Students will learn the concept of 'Mobile-First' Design and build a responsive web site.

**Basic Skills: ENG 088 or ESL 062, ACR 094, MAT 011;  
Prerequisites/ Co-requisites:CIS 180 or MMP100**

**Required Text: HTML and CSS: Design and Build Websites by Jon Duckett**

**ADDITIONAL COURSE MATERIAL WILL BE POSTED ON BLACKBOARD.**

Weekly lectures, lab assignments and home-works will always be posted on Blackboard for student reference. Students are responsible for all material on Blackboard

**Grading:**

Homework assignments: 40%

Midterm project:25%

Final project: 25%

Teacher Evaluation and Class Performance 10%

All homework assignments are due the following class meeting unless otherwise indicated. Homeworks that are one week late receive no higher than a B. Homeworks that are one week and one day late get a 0.

Note- homework is worth 40% of your grade. This is not the kind of class where you can get an A without doing any homework. All the homework assignments relate to the midterm and final and build upon each other.

**College Attendance Policy:**

At BMCC, the maximum number of absences is limited to one more class hour than the contact hours as indicated in the BMCC college catalog. For example, you may be enrolled in a four-hour class that meets four times a week. You are allowed five hours of absence, not five days. In the case of excessive absence, the instructor has the option to lower the grade or assign an F or WU grade.

**Course Outline:**

Week 1: Introduction to 'Mobile First' and 'Responsive Design'. Diving into HTML 5.

Week 2: The Research Step of the Design Process. (Target market and persona creation) Introduction to Midterm. HTML 5 Continued. CSS Type Properties. Ems, Rems, % as units

Week 3: The Structure and Skeleton of the Design Process. (Sitemap and Wireframe) CSS 3. Typographic Hierarchy

Week 4: Mobile Navigation and Design Process Continued. Design Comp, StyleTiles,CSS continued- Box Border-natural vs traditional

Week 5: Typography and Fonts. @font-face property reviewed. Making Images Responsive

Week 6: Box Models

Week 7: Responsive Imagery and Media Queries

Week 8: MIDTERM DUE – Grid Based Layout

Week 9: Layouts Continued-Floats and Positioning

Week 10: Registration Form

Week 11: Rough Draft of Complete Project due for Critique: Week 12:Usability Testing Part 1- Introduction to Concept and Creating Test

Week 13: Usability Testing Part 2-Conducting Test and Incorporating Feedback/ Favicon and Lightbox-

FINAL VERSION OF PROJECT DUE

Week 14: Responsive Slideshow Options

Week 15: Presentations

**Disability Accommodation Policy**

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact The Office of Accessibility which offers a range of reasonable accommodations and academic adjustments to qualified students with disabilities.

(Room N-360 Tel: 212-220-8180 Office Hours Monday - Thursday 9:00 AM - 7:00 PM; Friday 9:00 AM - 5:00 PM; Weekend and other appointments are available upon request). BMCC is committed to providing equal access to all programs and curricula to all students.

**BMCC Policy on Plagiarism and Academic Integrity Statement**

Plagiarism is the presentation of someone else’s ideas, words or artistic, scientific, or technical work as one’s own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).