

GWDA273 - INTERMEDIATE WEB DESIGN

Course Code Ai GWDA273

Title Intermediate Web Design (Responsive and Frameworks)

Description Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi-column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content.

Course Competencies Define terms and methods for styling web pages

- Articulate the concept for a web page design
- Identify issues of accessibility that need to be addressed when styling web pages for various devices
- Discuss the benefits of separating structure and presentation during web site production

Apply various methods for styling web pages

- Use CSS to visually design the presentation of web page content
- Implement various page layout methods such as fixed and liquid layouts
- Design a web site that works on different screen resolutions and devices

Solve information architecture and communication problems with effective web site styling

- Identify ways to use on-line resources for problem solving
- Implement solutions for common information architecture principles through web page styling

Prerequisites GWDA133: Fundamentals of Web DesignFundamentals of Web Design

Requisite Knowledge This course requires the following prerequisite knowledge/experience:

- Intermediate Command of Photoshop
- Computer Proficient (e.g. file management, navigation, and interactions)
- HTML & CSS
 - Foundational tags (e.g. body, h1-h6, a, div)
 - The distinction between an Id and Class
 - 3 Selector types (tag, class, and id)
 - Proximity, Specificity, and Descendants
 - Floats, Positioning
 - Styling Navigations and Pseudo-Classes
 - Remote Server Publishing (e.g. hosting, domains, ftp)
 - Optimizing Web Images (jpg, gif, and png)

Start Tue, Apr 3rd, 2018 @ 6:00 pm

End Tue, Jun 12th, 2018 @ 6:00 pm

Course Length

- 11 Weeks
- 4 Hours/Session
- 44 Total Hours
- Lecture 2 Hours/Lab 2 Hours

Outside Of Class

- 11 Weeks
- 6 Hours/Week
- 66 Total Hours

Hardware and Software

The following requirements are designed to set students up to win for my Web courses.

Hardware Requirements

- Networking/Internet Access to share files and interact with remote servers
 - Ethernet/Network Adaptor/Dongle or Native Port in Laptop
 - [Sample port in laptop](#)
 - [Sample USB-C Dongle for Mac \(Make sure you buy the adaptor for your computer\)](#)
 - [Ethernet/Network/Patch cable.](#)
- Modern Mac or PC Laptop
 - No ipads, notepads, touchpads or portable devices. Must be able to connect with a mouse and keyboard
 - Disease-free and ready to wield websites
 - Processor Speed >= 2.4 Ghz
 - Memory (ram) >= 8gb
 - Disk Space >= 200 GB of free space. You can meet this requirement with an external hard drive as well.
- Mac System Requirements
 - OS: macOS Sierra >= v 10.13
 - Computer: MacBook Pro >= 2013
- Windows System Requirements
 - OS: Windows 10
 - Computer: Any 64-Bit system that supports Windows 10

Software Requirements

- Photoshop (Optional)

We will be using Photoshop to manage our digital assets for web. I would wait until we get closer to using it, and then download the 30 day free trial.

<https://creative.adobe.com/products/download/photoshop>

Open Source Software Requirements

In the first class we will go over how to install the following software:

- Atom (Free Open Source Text Editor) and Plugins provided day 1
- Git (Repository)
 - Mac: <https://git-scm.com/download/mac>
 - Windows: <https://git-scm.com/download/win>

- Node.js and NPM (Node Package Manager)
<https://stackoverflow.com/questions/27344045/installing-node-js-and-npm-on-windows-10/42731621#42731621>
- Webpack (Task runner for compiling our assets)
Assuming Node is installed.
Mac Terminal: npm install -g webpack
Windows CP: npm install -g webpack
- Cyberduck (Optional FTP Program)
 - <https://cyberduck.io/?l=en>

Books **HTML & CSS**

While this is not required reading, this book is awesome and a great supplement to the course. Take a look at their sample chapters - not only does it explain things in easy to understand language, it looks amazing.

<http://www.htmlandcssbook.com/>

POLICIES

Mitch's Policies

Communication

Please communicate when you are late, unable to attend class so I know you are still in the game. You can always talk to me during class on a break, and/or by email (meatch@me.com).

Attendance:

Attendance is taken at the beginning of each hour and each session is required. If you miss roll call, you will miss attendance for that hour.

Class Sessions

- Course Overview Week 1 || Homework Analysis > Week 1 (must be submitted 30 minutes prior to class)
- Hands On Lecture/ Guided Lesson (no submission)
- Assisted Challenge

Refrain from Email Troubleshooting

Please bring questions about your course work to class, the homework analysis portion of each class and resubmission opportunities are reserved to assist you in overcoming any obstacles you may face.

Supplemental Screen Recordings (No Gaurantees)

Each session will be recorded and a link will be provided within 24 hours of the completion of the class.

Screen recordings are NOT GAURANTEED: Should technical issues occur (e.g. or a recording does not save for some reason), no alternatives will be provided. These resources are not meant to replace the class. They are intended to be a supplemental resource, and not required to compete the course successfully.

The videos are only up for the duration of the course. After which, the course is reset to make room for the next term. Once you have successfully taken my course, you will always have access to the most recent version of the class. So new recordings will be posted as each class unfolds, giving you access to the most recent version of the class. The downside is you have to go at the pace of the course. If you wish to download the videos, please do so before final day of class.

Screen Recording Archives: I have, in the past, recorded supplemental videos that cover course concepts/lessons. If this course has videos, they will be found under the Screen Recording Archives link of the course.

Assignments

- Challenges, Homework and Projects are due 30 minutes before class begins
 - It is ok and encouraged to submit partial/incomplete assignments
 - Partial/Incomplete means that a valid attempt (25% or more complete) has been made, and you hit walls while trying to complete the assignment. I want you to hit walls, and bring your questions with you to class. This is why we have the resubmission opportunities below.

Opportunities to Resubmit or Submit Late Work

You have until the class following original deadline to resubmit/submit assignments for a better grade.

Resubmit Work

If you submitted partial work on or before the original deadline, this is considered a resubmission. Even if you only completed 25% of the assignment the first time around, you are eligible for 100% credit on the assignment as long as you resubmit your work the class before the final.

Submit Late Work (Minus a Letter Grade :: 11% Deduction)

If you missed the original deadline to submit an assignment—you can still submit your work, but can only earn up to 89% (B+) for that assignment.

Final Projects can only be submitted once. Your final project is due 30 minutes before the final session. 30 minutes will be offered immediately after final project feedback for any last minute changes to your final project.

Grade Reports

Grades are reported as optimistic grades, as though you have completed all assignments without losing points. A student will always see their grade from what is possible, assuming the students does not lose anymore points going forward. Once the assignment has been graded, the actual calculation will appear.

While viewing your grade report, the assignments that have NOT been graded will have the phrase "Has not been graded yet - this is an optimistic grade." and will be slightly grayed out.

Publishing Grades

At minimum, assignment Grades are published 3 times throughout the term as follows:

1. Midterms
2. The session before the final
3. The final session

Final Session

- Final Projects are Due 30 minutes prior to the final session.
- At the beginning of class we will review your submissions as a class.
- Final Grades will be posted for your review by the end of class. You will then have 24 hours to respond with any questions or concerns - after which grades will be officially recorded and closed for the term.

Incompletes

I do not offer an Incomplete unless there is documented evidence of an emergency - something outside of your control (e.g. death in the family, hospitalization). If you are having trouble keeping up with the course, let me know as soon as possible so we can support you and discuss your options.

Course Policies

Lab Policies

- No food in the lab

- You can have a drink at your desk as long as there is a safety lid to avoid accidents

The Art Institute of Campus is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

A student who is absent for three cumulative weeks* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. You are expected to spend the entire amount of scheduled class time in the classroom. If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a ?UF? grade on the transcript. The course's instructor will award this grade when appropriate.

Classroom Policy:

- Students who have special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive special grading considerations.

Plagiarism: Plagiarism is the academic equivalent of theft, and can occur in any type of course. If you use someone else's words, ideas, facts or work in any way, you must identify them as a source. Duplicating someone else's work and handing it in as your own is intentional plagiarism. Anyone caught plagiarizing material will be required to meet with the Dean of Academic Affairs, and will be subject to immediate disciplinary action. **Plagiarism is grounds for dismissal from school. Instructors must immediately refer suspected cases of plagiarism to the Dean.**

OUTLINE

Session	Description
S1: BUILDING A WEBSITE REVIEW Tue, Apr 3rd from 6:00pm to 10:00pm 4/03 ~ 4/09	Review how to build a 3-page website using HTML and CSS. ATOM Installer for Mac Alternative. https://enspyred.com/assets/repo/ATOM-BATMAN-EDITION.dmg
S2: THE TERMINAL, GIT, AND MOBILE FIRST MEDIA QUERIES Tue, Apr 10th from 6:00pm to 10:00pm 4/10 ~ 4/16	Building and styling boxes to wireframe as placeholder for the content and beautification of a typical website.
S3: SASS, COMPILERS AND FONT AWESOME Tue, Apr 17th from 6:00pm to 10:00pm 4/17 ~ 4/23	Exploring the world of Mobile First, Responsive Web Design - by looking at the foundational ingredients of modern web design.
S4: FROM PHOTOSHOP TO WEB Tue, Apr 24th from 6:00pm to 10:00pm 4/24 ~ 4/30	Google Fonts, Font Awesome and a review of CSS Poitioning. Font Awesome CDN https://www.bootstrapcdn.com/fontawesome/ """"
S5: BOOTSTRAP 1 - THE 12-COLUMN GRID Tue, May 1st from 6:00pm to 10:00pm 5/01 ~ 5/07	Generating Image Assets from the approved Creative Studio comprehensive and translating into HTML and CSS.
S6: BOOTSTRAP 2 - COMPONENTS Tue, May 8th from 6:00pm to 10:00pm 5/08 ~ 5/14	Introducing JQuery to apply a conditional Hamburger menu to our Creative Studio web project.
S7: FLOATS & POSITIONING Tue, May 15th from 6:00pm to 10:00pm 5/15 ~ 5/21	Add bootstrap to our Creative Studio porject. Getting Used to the Grid System.

Session	Description
S8: MOBILE FIRST HAMBURGER MENU Tue, May 22nd from 6:00pm to 10:00pm 5/22 ~ 5/28	BS CSS: Tables, Forms, Buttons, Helper Classes. BS Components: Icon Fonts, Alerts, Breadcrumbs, Pagination, Input Groups. BS JavaScript: Modal, Dropdown, Tabs, Carousel.
S9: PUBLISHING AND VERSION CONTROL Tue, May 29th from 6:00pm to 10:00pm 5/29 ~ 6/04	Sass and Minification With Atom.
S10: WORKSHOP Tue, Jun 5th from 6:00pm to 10:00pm 6/05 ~ 6/11	Dedicated to working on final projects.
S11: FINAL EVALUATIONS Tue, Jun 12th from 6:00pm to 10:00pm 6/12	Final projects are due within the first 30 minutes of the final class.

EVALUATION

Grading Scale

A	90-100%	Student performs in an outstanding way. Student exhibits excellent achievement and craftsmanship in all work. Student exceeds the design criteria and challenges him/herself to seek fresh solutions to design problems. Student exhibits commitment to expanding ideas, vocabulary and performance.
B	80-89%	Student performs beyond the requirement of the assignments. Student exhibits above average progress and craftsmanship. Student meets and exceeds the design criteria. Student exhibits above average interest in expanding ideas, vocabulary and performance.
C	70-79%	Criteria of assignment are met, and all requirements are fulfilled. Student exhibits average progress and improvement. Student spends the minimum time and effort on the assignments. Student exhibits moderate interest in expanding ideas, vocabulary and performance.
D	60-69%	Student performance is uneven, and requirements are partially fulfilled. Student exhibits minimal output and improvement in work. Student does not meet the design criteria in all assignments. Student exhibits minimal interest in expanding ideas, vocabulary and

performance. Student's attendance, participation and class involvement is less than adequate.

F	59% and below	Student fails to meet a minimum of performance levels. Student does not exhibit achievement, progress or adequate levels of craftsmanship in any assignment. Student work is consistently incomplete or unsuccessful. Student's attendance, participation and class involvement is inadequate.
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Category Weights

Category	Description	Percent	Total Points
Challenge	Challenges are designed to help you deepen your understanding of the course concepts.	30	600
Homework	Homework assignments consist of on your own exercises to help re-enforce the course concepts.	40	900
Projects	An application of what you learned from the lectures, lessons, and assignments of the course.	15	100
Attendance	Attendance is recorded each week (hourly) and counts towards your final grade.	15	44

Category Points Breakdown

Not all points are created equal, as each category is a percentage of the final. Here is a breakdown of the graded points for each category.

Category	Total	A >= 90%	B >= 80%	C >= 70%	D >= 60%	f < 60%
Challenge	600 pts	>= 540 pts	>= 480 pts	>= 420 pts	>= 360 pts	< 360 pts
Homework	900 pts	>= 810 pts	>= 720 pts	>= 630 pts	>= 540 pts	< 540 pts
Projects	100 pts	>= 90 pts	>= 80 pts	>= 70 pts	>= 60 pts	< 60 pts

Category	Total	A >= 90%	B >= 80%	C >= 70%	D >= 60%	f < 60%
Attendance	44 pts	>= 40 pts	>= 35 pts	>= 31 pts	>= 26 pts	< 26 pts

Assignments

Title	Assigned	Due
A1: 4-Page Hobby Website	1	2
A2: Headshot and Github	1	2
A3: Live Wireframing Sections	2	2
A4: Starbucks Wireframing	2	3
A5: Responsive Boxes	3	3
A6: Responsive Backgrounds	3	4
A7: Positioned Icons	4	4
A8: Social Icon Navs	4	5
A9: Monie Image Assets and Web Build	5	5
A10: Final Project Responsive Photoshop Comps	5	6
A11: MNC Image Assets and Web Build	6	6
A12: Final Project Image Assets and Web Build	6	7
A13: Bootstrapped 12 Columned Images	7	7

Title	Assigned	Due
A14: Hobby Website Add Bootstrap	7	8
A15: Final Project Adding Bootstrap	8	9
A16: Final Project: Bootstrap Responsive Website	9	11

ADDITIONAL RESOURCES

Mitch's Resources

Here is a comprehensive list of books and articles that have made a difference in my Web Design career.

Cheers,
Mitch

HTML, CSS and JavaScript

My favorite foundational web design books are by Jon Duckett. They are great for the newby - and give rich diagrams and explanations about each language. When I read his books I felt like he took my classes - they really mirror the content of my course and are a great desk reference. And they are well-crafted, beautiful books.

- [HTML and CSS: Design and Build Websites](#)
- [JavaScript and JQuery: Interactive Front-End Web Development](#)

Entry Level

These are great for those starting out on this path.

- [Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics](#)
- [jQuery: Novice to Ninja](#)
- [Programming PHP](#)
- [Web Database Applications with PHP & MySQL](#)
- [Web Creme :: A gallery of great looking modern websites.](#)
- [W3schools](#)
- [Stack Exchange](#)
- [Can I Use](#)
- [A List Apart](#)
- [Smashing Magazine](#)
- [.Net](#)
- [PHP 101: PHP For the Absolute Beginner](#)

O'Reilly Books

I am a big fan of the O'Reilly books - as they tell you everything you want to know - even the things you don't. They are an exhaustive look at all of these topics

- [HTML & XHTML: The Definitive Guide](#)
- [CSS: The Definitive Guide](#)
- [JavaScript: The Definitive Guide: Activate Your Web Pages](#)

- [Programming PHP](#)
- [Web Database Applications with PHP & MySQL](#)

Intermediate Web Design's Resources

Disability Services

The Art Institute of Hollywood provides accommodations to qualified students with disabilities. The Office of Disability Support Services assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at the Art Institutes.

Students who seek reasonable accommodations should notify the Office of Disability Support Services at 1-855-855-0567 or via email at TheCenterDSS@edmc.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with The Office of Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Office of Student Conduct and Resolution at studentresolution@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Equal Education Opportunity Policy

The Art Institute of California-Hollywood does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities.