Course Title:	**Advanced Web Design**
Course Number:	**GWDB233 EA**
Session/Year:	**Fall 2015**
Day/Time:	**Mondays, Wednesdays 6:00pm – 8:45pm, Lab 1004**
Instructor:	Patricia Kruep
Contact Info:	pkruep@aii.edu
Office Hours:	Mondays & Wednesdays, 5:30 – 6:00pm
	*appointments preferred

Course Description: An exploration of advanced methods for styling websites and creating page layouts. This course will examine the practical application of styling web page content, understanding cross-browser compatibility, and creating designs that display effectively on various devices.

Core Course Competencies: Upon successful completion of the course, the student should be able to:

Define advanced terms and methods for styling web pages

- Articulate the concept for a web page design
- Investigate strategies for designing multiple devices and browsers
- Identify methods for writing semantic and valid markup

Apply various methods for styling web pages

- Utilize relative, absolute, and fixed positioning methods to control the placement of page elements
- Utilize floats and clearing
- Redesign existing web sites to display on various 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 advanced solutions for common information architecture principles through advanced web page styling

Course Length: 10 weeks

Contact Hours: 6 per week

Credit Value: 4

Definition of a Credit Hour: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that 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 10 to 12 weeks, or the equivalent amount of work over a different amount of time; or

2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practicum, studio work, and other academic work leading to the award of credit hours.

Estimated Homework Hours: Read the assigned texts. Expect to spend several (at least 10) hours each week on this class. Good UX and web design doesn't just happen—it is the product of an iterative process.

Academic Services/Advising: Your School Director or a member of the faculty or virtual advising team is designated as your academic advisor at The Art Institute of Washington. In addition to helping you succeed with your educational goals, the academic advisor will also guide you toward your career goals and successful completion of your portfolio work. While every effort is made by all advisors to assist you in planning your schedules, it is your responsibility to know course se-

quence and prerequisites for your program of study. If you fail a prerequisite to a course for which you have pre-registered, it is your responsibility to change your schedule prior to the end of the add/drop period.

Disability Services: The Art Institute of Washington provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Washington.

Students who seek reasonable accommodations should notify Disability Support Services at 1-855-855-0567 or dss@aii.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 Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Student Resolution at studentresolution@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Satisfactory Academic Progress: The Art Institute of Washington encourages students to excel in their classes and to earn the highest grades possible. The minimum acceptable academic standard to become a graduate is to earn a 2.0 cumulative grade point average (CGPA) and pass at least 2/3 of the courses attempted (ICR). Receiving a failing grade in any course requires a student to retake the class at the first opportunity. The second, passing grade mathematically raises the CGPA. Earning a D in a class is a passing grade; however, a D is worth only 1grade point and can lower the CGPA to below the minimum level to graduate (2.0). Therefore, it is in the best interest of students to complete their courses with a grade of C or higher. If students encounter difficulty with class material, they are encouraged to utilize the Academic Support Center (703-247-6818) on the 12th floor. Should extenuating circumstances take place that require a student to stop attending classes, students are responsible for contacting their instructor, School Director, or the Registrar's office on the 10th floor.

Academic Resources: Students are expected to utilize resources such as the campus library for research assignments and academic support center for tutoring needs. Information on these services can be found on the student portal at myaicampus.com.

Student Conduct Policy: The Art Institute of Washington recognizes its students as responsible and dedicated men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they conduct themselves during the education process in the same manner as will be expected in all employment situations.

As members of The Art Institute of Washington community, students have responsibilities and duties commensurate with their rights and privileges. In this policy, The Art Institute of Washington provides guidance to students regarding those standards of student conduct and behavior that it considers essential to its educational mission. This policy also provides guidance regarding the types of conduct that infringe upon the fulfillment of the Institute's mission. Please refer to the "Student Conduct Policy", page 27, Student Handbook 2012-2013 for more details. http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf

Scholastic Dishonesty: The Art Institute of Washington does not tolerate academic dishonesty. Disciplinary offenses against the student code of conduct concerning academic dishonesty include, but are not limited to, plagiarism, cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring or using test materials without faculty permission; submitting false or incomplete records of academic achievement; altering, forging or misusing a college academic record; fabricating or falsifying data, research procedures, or data analysis; and deceiving the college and/or its officials.

If you are suspected of academic dishonesty of any kind, your instructor reserves the right to fail you for the assignment or the course. Students may appeal in writing to the Dean of Academic Affairs. Please refer to the "Student Conduct Policy", page 27, Student Handbook 2012-2013 for further explanation. http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf

Portable Communication Devices: The Art Institute of Washington is committed to providing an atmosphere that enables the highest quality of student learning. In order to ensure the maintenance of such an environment, The Art Institute of Washington prohibits the use of portable telecommunications devices (cell phones, pagers, mp3 players, radios, etc.) in classrooms during class meetings. Such devices should be disabled prior to class periods to prevent their inadvertently sounding during classes. Failure to adhere to this regulation may result in grade adjustments, dismissal from class, and/or additional disciplinary action. Page 8, Student Handbook 2012-2013. http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf

Attendance Policy: The Art Institute of Washington 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 absences

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 states 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) 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 (UF) Grade: Students who failed the course *and* did not complete the final assignments in the course. Final assignments include, but are not limited to: final exam, final project, final paper, portfolio presentation, capstone project, or any assignment due in the last week of the course. If a student completed some or any 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 graded will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

Student Evaluation/Methods of Assessment:

Grading: Grading is based on culmination of points (think XP). Points are earned by completing various challenges. Point values for these challenges are based on their complexity and difficulty. Something easily accomplished (for example, submitting a URL) would have a lower point value than something of higher difficulty (for example, presenting a completed, working website). See below for an outline of types of challenges and their point values. Note that some of these are required, some are optional, and some may be completed multiple times for additional points.

Points awarded for a given challenge are based on effort towards the challenge and level of completion. Work must be officially submitted, per challenge instructions, for points to be awarded. Conversely, work not submitted or work not submitted correctly will receive 0 points. Late work may not received the full amount of points available.

Assignments: All assignments (aka challenges) and assignment details are posted to my faculty site, http://pk311.aisites.com. Assignments will have a corresponding placeholder, typically a link to the assignment, in the eCompanion course shell.

The following tasks and activities can be completed for points:

- **Skillz**, 25pts each: Required exercises designed to expand and enhance your understanding of HTML5 and CSS techniques and concepts. These exercises can be completed multiple times for additional points.

- **Creative Juice**, 25pts each: Similar to Skillz, these are required exercises geared towards expanding your design knowledge through experimentation and brainstorming. These exercises can be completed multiple times for additional points.

- **Design Studio**, 50pts each: These are in class activities, completed as a group (or guild), where design problems as identified, tackled, and refined in an iterative and interactive process. These are typically required. When in class, you are expected to participate.

- **Show and Tell**, 50pts each: In class opportunities where you show off your work to your fellow classmates. These are optional, but strongly encouraged.

- **Red Carpet**, 200pts each: Formal, in class opportunities to present completed projects, designs, concepts, or other work. Just like celebrities are judged by the media on their outfits, you will be judged on the quality and engagement of your presentation. Showing up with a disorganized, poorly considered presentation is the equivalent of walking the Oscar's red carpet in yoga pants and a t-shirt. Just sayin'.

- **Crafting**, 100pts each: These assignments are about taking the skills learned and applying them towards designing, building, and launching web pages. There are two main projects: a portal for linking to and displaying degree course work and a travelogue website. These projects are broken down into smaller, manageable assignments. All crafting assignments are required. Also, crafting is not strictly pixel- or code-based. Crafting can also include concept development and content development.

- **Validatorinators**, small (50pts), medium (100pts), and large (200pts): You've got skillz, you've got knowledge, you've got creative juice. Validatorinators put all of that to the test. Validatorinators come in different shapes and sizes. Sometimes you validate solo, sometimes as a team. All validatorinators are required.

- **Plugged In**, 50pts each class: Did you show up, on time, for class? Are you plugged in—that is, are you an active participant for class?

Levels: Everyone starts at level 0 (n00b) with 0 points. As you gain points by completing tasks and activities, you rise in levels, the highest being 20 (Master). See the levels chart below for levels and their points values. Your midterm grade is based on your completion percentage towards level 10. Your final grade is based on your completion percentage towards level 17. For example, by midterm you achieved 1400pts, level 8 (just shy of level 9). To reach level 10, you needed 1600pts. 1400 is 87.5% of 1660 (1400 / 1600 * 100). Looking at the grading scale below the levels chart, 87.5 is a B—your grade for midterm.

Grading Scale:

A	100-92	C+	79.9-78
A-	91.9-90	C	77.9-72
B+	89.9-88	C-	71.9-70
B	87.9-82	D+	69.9-67
B-	81.9-80	D	66.9-60
		F	59.9-0

Levels	XP	Rank
Level 20	4000	Master of All Web
Level 19	3700	Unicorn
Level 18	3550	Step <Aside>
Level 17	3400	Lord of the Coders
Level 16	3175	Pikachu
Level 15	2950	Survivor
Level 14	2700	Super Man Ticks
Level 13	2500	Senior Designer
Level 12	2200	Web Developer
Level 11	1900	Designer
Level 10	1600	King Code
Level 9	1450	Virtual Builder
Level 8	1300	Some Man Ticks
Level 7	1125	Supervisor
Level 6	950	Fetcher of Coffee and Donuts
Level 5	700	HTML5 Master
Level 4	500	CSS Wizard
Level 3	350	Code Monkey
Level 2	225	Div Artist
Level 1	100	Intern
Level 0	0	n00b

Class Policies:

Submitting Work: All work must be posted on your student portfolio portal as per department requirements with the URL to the work submitted to the eCompanion course shell (specific instructions are given with each assignment), by the given deadline. It is your responsibility to ensure that all work online is kept up-to-date with the latest versions. It is also your responsibility to acquire alternate means of posting work online if your main account runs out of space. Finally, work not found via your portal or submitted per assignment instructions will not be graded—this includes any work sent to me via email.

Late Work: Work turned in late will not be awarded the full amount of available points for the assignment. Point values decrease by 5% of the total value, rounded to nearest integer for each day the assignment it late.

Resubmitting Work: Work submitted on deadline may be resubmitted for an improved grade.

Lab Policies: No eating, drinking, smoking, chat/IM, installing software, or any other activity outlawed by the Technology department. Please limit surfing to the activity at hand.

Class Participation: When in class, you are expected to participate in class. That means participating in the activity at hand, be it working on a project, participating in a critique, following the lesson, etc. I urge you to make the most of the time and resources provided by this class and myself. Push yourself to the next level.

Class Conduct: Professional conduct is expected. Respect for classmates, the instructor, and the classroom environment is expected.

Class Communication: Primary communication is through scheduled class time. If necessary, students will be contacted through their student email account. Class assignments and other useful information will be posted at http://pk311.aisites.com. I am also available for IM/Chat on Google Talk/Google+ (pkruep) and AIM (pkruep, Twitter: http://twitter.com/littleberry, and Facebook: https://www.facebook.com/patricia.kruep. You can also email me at pkruep@aii.edu.

Week 11: This course is 10 weeks. That is, we meet 6 hours a week 10 times over the course of the quarter. If a class period is missed due to school closing (holiday, inclement weather, school event, etc.) that class will be made up during week 11. The make-up class will meet at the regularly scheduled time and place. It is strongly recommended to not make plans for the scheduled class time during the 11th week.

Homework: All assignments posted to http://pk311.aisites.com.

Handouts: All course resources or handouts posted to http://pk311.aisites.com. This includes assigned readings

Saving Work: You are responsible for all of your work. Keep backups of your files. Keep your files organized. School computers and the UAM server are not suitable or safe places to keep your files. It is a good practice to restart a lab computer before plugging in your own drive. On boot, the lab computers are reset to their initial settings. Any virus or other nasties that might be lurking there should be wiped away in the reset.

Student Web Space and Email: Students are required to have the password for their school email and server space by the first week of class.

Faculty Tardiness/Absenteeism: In the event that the instructor is late or absent, students should wait 30 minutes. Students must then circulate an attendance sheet and designate one of their members to scan or clearly photograph the attendance sheet and email the scan/photo to the instructor.

Recommended Texts:
- Marcotte, Ethan. *Responsive Web Design, 2nd ed.* A Book Apart.
- Cederholm, Dan. *Sass for Web Designers.* A Book Apart.
- Santa Maria, Jason. *On Web Typography.* A Book Apart.
- Jehl, Scott. *Responsible Responsive Design.* A Book Apart.
[* All four books can be purchased as ebooks from A Book Apart for $28 total.]

Technology Needed:
- Internet connection
- Server space for student portal
  - Student web account is sufficient
- Text editor (color-coding capability recommended)
- Web browsers (Internet Explorer, Firefox/Mozilla, Safari, Chrome, Opera)
  - Will need to test on both Mac and PC platforms
- Word processor

- Presentation software (PowerPoint, Keynote, Google Presentation, etc.)
- Adobe Acrobat
- Image editing/creating software (as needed)
- Storage media (USB drive/disk recommended)
- GitHub account

Materials and Supplies:
- Index cards (4x6 and/or 5/8). These are not precious. You'll be using them like candy. Get many and bring them to class each week.
- Sharpies or other markers for sketching
- Notebook for storing class materials
- Presentation binder for project bible/process book/documentation
- Pens, pencils, and paper for taking notes, sketching out ideas, storyboarding, problem solving, flow charting, etc.

Course Calendar – Content subject to change at the discretion of the instructor.

	Topic/Activity	Assignment	Reading	Due Date
Week 1 10/5	Introduction to course and each other Stone Soup Web standards and semantics revisited	See http://pk311.aisites.com for list of each week's assignments, readings, and due-dates		
10/7	Sassy CSS Coding standards			
Week 2 10/12	CYA with version control Responsive typography			
10/14	Media queries Rapid prototyping			
Week 3 10/19	Flexible and responsive layouts			
10/21	Designing for inputs and contexts			
Week 4 10/26	JavaScript basics Document Object Model			
10/28	jQuery basics Using JS libraries			
Week 5 11/2	**Midterm** Validatinator (medium) Enhancing UX with CSS effects and JavaScript Can I use…?			
11/4	Images and sprites Responsive and flexible images			
Week 6 11/9	WordPress basics Design systems			
11/11	**Veterans' Day Holiday** **No classes**			
Week 7 11/16	WordPress theming basics			
11/18	WordPress theming cont.			
Week 8 11/23	Modularizing and reusing code Performance-enhancing code			
11/25	Lab day/lesson overflow			
Week 9 11/30	Lab day/lesson overflow			
12/2	Lab day/lesson overflow			
Week 10 12/7	Lab day/lesson overflow			

12/9	**Final** Validatorinator (large)	
Week 11 12/14	**Final** Red Carpet: Project presentations	
12/16	TBD	