

ART, DESIGN, & THEATRE MISSION: The Cedarville University Department of Art, Design, and Theatre is an essential part of a unique, creative, and academic Christ-centered learning community that values a broad study of disciplines in the liberal arts. As Christian artists, we are given the gift of creativity to imitate and honor God as Creator.

The Department of Art, Design, and Theatre believes that God has called us to excellence and whatever we do is to the glory and honor of the Creator. We believe that art is a gift and a calling, and that educational success in art, design, or theatre is not measured in income or job placement alone but in how lives are enabled, enriched, enlightened, and transformed.

VISUAL COMMUNICATION DESIGN PROGRAM OBJECTIVES: Upon completion of your Graphic Design major, you will be able to:

1. Demonstrate effective communication skills related to the evaluation and critique of visual design;
2. Apply technical knowledge and skills in creating design solutions;
3. Integrate awareness of historical and cultural context to create effective visual design solutions;
4. Demonstrate professional-level skills, knowledge, and creativity to successfully pursue, and excel in an entry-level position in a related field;
5. Demonstrate the integrity and ethics of a Biblical worldview through the practice and completion of creative and professional work.

CATALOGUE DESCRIPTION: Students learn foundational concepts and skills for building usable and beautiful user-centered websites by exploring the differences between graphic design and interactive design, gaining experience with designing webpage layouts, and practicing the skills necessary for constructing and publishing web pages with HTML and CSS.

PRE-REQUISITES: None.

STUDENT LEARNING OUTCOMES: By the end of the course students will be able to:

1. Recall terms, settings, and key concepts related to HTML, CSS and working with the World Wide Web and communicate professionally using knowledge of web design terms. (Met by Reflection Essays and Exams)
2. Organize and structure web content for various users.
(Met by Exercises and Projects)
3. Write, edit, and modify HTML and CSS to develop and enhance web pages using relevant software. (Met by Exercises and Projects)
4. Locate and use various resources to further develop knowledge and skills for web design. (Met by Projects)
5. Recreate basic layouts and full websites with HTML and CSS. (Met by Projects)

REQUIRED MATERIALS:

- » Brian Miller, Above the Fold: Understanding the Principles of Effective Web Design, 2011, HOW Books, ISBN: 144030842X

[Web1]

- » John Duckett, HTML and CSS: Design and Build Websites, 2011, Wiley, ISBN: 1118008189. *This text is available online for free through the Centennial Library's access to Safari Tech Books. A link is provided in the Moodle. While not required to purchase the printed version of this book might be a valuable resource for you.*
- » **CODIO:** You must purchase access to the online platform Codio for the duration of this course. Code for projects must be submitted online using the Codio platform. Instructions will be provided.
- » **SKETCH:** This course makes use of the design software called Sketch. While it is available on the labs in the Tyler building it can also be obtained with an educational discount for your own computer if desired.
- » **INVISION:** InVision is a dynamic prototyping tool we will use for sharing design comps, receiving feedback, and making changes. It can also be used while building out a site. Instructions to be provided.

ACTIVITIES: The course activities will include the following:

- » **LESSONS:** Content for this course will be assigned through online lessons. These prompt students to read from the required textbooks and wrap these readings with additional notes, examples, and practice activities. Each lesson also ends with study tools to help students prepare for exams.
- » **EXERCISES (20%):** Each lesson leads to one or more exercises that challenge students to apply what they've learned, first in small modular scenarios and on to larger, comprehensive scenarios. Exercises are due by the date and time listed in the course schedule. Concepts and skills in this class build on each other, so if you do not understand the scores you are assigned on an exercise be sure to reach out to your professor for assistance as soon as possible. Work will typically be completed in Codio and will be graded as follows:
 - **0%:** No submission or unauthorized submission after the deadline.
 - **50%:** While some effort is shown, submission is incomplete with no clear mastery of necessary skills.
 - **70%:** Clear effort is shown while not demonstrating mastery of all necessary skills; or work submitted is incomplete.
 - **80%:** Good work overall but some components incomplete, unrefined, or room to show full mastery of the necessary skills.
 - **90%:** Good work overall with only minor errors while still demonstrating sufficient mastery of necessary skills.
 - **100%:** Excellent work showing complete mastery of necessary skills.
- » **EXAMS (20%):** The course contains a mid term exam and a final exam. Study guides will be provided in advance for each. Exams contain open-ended questions that challenge students to explain key course concepts, and to recall from memory HTML markup and CSS properties. Exams will focus on elements from the current unit, but may also include review questions from previous units in order aid long-term retention, particularly from the memorization portion. The point value for each item on the exam will be indicated on the exam itself. Multiple choice items are "all or nothing" while open-ended items may be given partial credit. Exams should take approximately 45 minutes to complete anytime during the week they are assigned. You must complete exams without the assistance of any other materials, even though you will take them online and on your own. *Recall your commitment to academic integrity as a student at Cedarville University and do what is right before the Lord.*
- » **REFLECTION ESSAYS (10%):** In several modules throughout the course you are required to complete a short reflection essay. These assignments challenge you to think about the material covered, especially to analyze concepts and design principles as you learn to think like a web designer. Each essay is submitted directly in Moodle and will be graded using the following scale:
 - **0%:** Not submitted
 - **60%:** Partial submission or substance lacking.
 - **80%:** Full submission meeting all expectations but writing mechanics or clarity may need improvement.
 - **100%:** Exceptional submission; thorough in all requirements and grasp of material; attentive to detail; writing is clear and well-crafted.
- » **PROJECT (50%):** There will be one major project in this course that will have specific deliverables spelled out in advance. The deliverable instructions will indicate where and how it should be submitted between Moodle or other

[Web1]

course technologies. Deliverables are scored mostly for completion and are aimed to help you make regular steady progress on the project. Deliverables make up 20% of the course grade, while the final submission makes up 30%.

GRADING: Letter grades in this course are assigned as follows:

	A 100–94%	A- 93–90%
B+ 89–87%	B 86–84%	B- 83–80%
C+ 79–77%	C 76–74%	C- 73–70%
	D 69–63%	
	F 62–0%	

COURSE POLICIES AND RESOURCES:

- » **ACADEMIC INTEGRITY STATEMENT:** The Academic Integrity Pledge is a commitment to live with integrity in all areas of life including the classroom. All forms of academic dishonesty violate this pledge and could result in dismissal from this community.
- » **ONLINE FORMAT:** This course will be offered as an online course that requires all coursework to be submitted online in Moodle or other course technologies as specified in the corresponding assignment instructions. While there will be no required class meetings there are hard deadlines for each assignment and you should carve out regular time to work on this course each week. Be sure to keep an active watch on your email for any updates from your professor and the Announcements area in Moodle.
- » **ATTENDANCE:** Attendance is not tracked as a main component in this course. Nonetheless, you should be sure to keep up with coursework and feel free to connect with your professor or peers.
- » **LATE WORK:** Typically, assignments are not allowed to be submitted late without prior written permission from the instructor. Unexcused late submissions will be given a grade of 0. Exceptions may be made in the case of personal illness, campus-wide technology failure, catastrophic personal technology failure that could not have been foreseen, or death in the immediate family. Extensions, exceptions, and partial credit may be allowed at the professor's discretion based on broader University standards, wisdom, and fairness to other students. You are strongly encouraged to work ahead and plan margin for the unexpected.
- » **EXTRA CREDIT/RESUBMISSIONS:** Extra credit and resubmissions may occasionally be offered beyond the standard policies at the professor's discretion. Exams may not be retaken or made up except for reasons similar to the late work policy above.
- » **ACADEMIC ASSISTANCE:** Reasonable accommodations for equal online program access are available for students with documented disabilities. Students who believe they may need accommodations based on the impact of their disability should contact the Disabilities Compliance Coordinator at 937-766-7457, or e-mail disabilityservices@cedarville.edu.
- » **DESIGN LABS:** The Design Labs in Tyler rooms 103, 105, and 107 are available for all students in this class. You may use the Design Labs for course-related work anytime there is not a regular class occurring in the lab. In the labs we seek to build a creative community dedicated to the arts and based on mutual respect for all the members of the community. Be considerate of others who may be waiting to use a computer in the lab. Do not use Design Lab computers for instant messaging, downloading files, or other activities not directly related to coursework. And please keep the labs clean!

See the course schedule, topics, due dates, can be found in the course website linked in Moodle.

<http://moodle.cedarville.edu>