

VCD-3600 Web Design II Course Syllabus

3 credit hours

Meeting times TBD

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Course website: <http://web2.philschanely.com>

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 will learn advanced concepts and techniques in web design including visual design, navigation, usability, grid layout, advanced layout reconstruction, and other skills necessary to produce professional, visually engaging solutions for delivery via the web. Students will use industry standards, including software, to develop websites for web-based advertising, marketing, and other communication needs. **PRE-REQUISITES:** VCD-2600 Web Design I.

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

1. Communicate professionally using knowledge of web design terms. (Met by Reading Papers and Discussion)

2. Work fluently with modern technologies and best practices to develop and enhance web pages for usability, searchability and accessibility. (Met by Projects)
3. Locate and use various resources to further develop knowledge and skills for web design. (Met by Projects)
4. Apply grid design, web aesthetics and appropriate style to develop advanced, visually appealing, and usable web pages, web sites, and content navigation in a variety of genres. (Met by Projects)

REQUIRED MATERIALS: The following required textbooks may

- Krugg, S. *Don't Make Me Think: Revisited*. (2013)¹
- Vinh, K. *Ordering Disorder*. (2012)²
- 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:

DRILLS (20%): Throughout the course drill activities will be assigned that allow practice with skills either as a review or as preparation for applying new concepts to project work. Drills will be completed in Codio using provided assignment units.

READING PAPERS (20%): There are a few short books assigned as required reading for this course. For each book, follow the provided reading guide in order to complete the required sections of the book in time to submit a corresponding paper. The reading paper should summarize themes from the book and outline key takeaways for you as a student of web design. While the summary can be organized as you see fit, the takeaways should be labeled with a clear heading and be formatted as succinct bulleted items. Papers must be submitted via email to the instructor by the indicated deadline.

PROJECTS (60%): In this course we'll work to refine your speed and proficiency with designing and rapidly building what you've designed. In order to do this we'll cycle three approximately 3 projects in which you'll be given a specific scenario and some starting assets from which you must develop a solution. Design work will be completed in Sketch and uploaded to InVision for review. Coded work will be submitted in the space provided in Codio. Other deliverables may be submitted to the instructor via email if

¹ While required, you do not need to purchase a copy of this book as it can be accessed online for free using the library's database "Safari Tech Books"

² Same for this text.

needed. The final submission will evaluate how well you implemented your solution, typically, according to your design comp. Therefore, the final solution must match your design comps precisely, and only vary where clear improvements are made. Other possible variations will be explained in the project's instruction sheet. These final submissions will be graded using the following scale:

- < 60: Insufficient design or reconstruction; significant improvement in progress or technique is needed. Usability suffers. Design may lack focus or be inappropriate for audience and context.
- 60–75: Entry-level skills are exhibited. Markup overall is valid but not sufficiently semantic and simple. Styles are not well organized but accomplish most of the design goals with some bugs that do not prevent usability. Design could be improved for aesthetic appeal, or for sake of the site's audience and/or context.
- 75–90: Moderate/acceptable skills are exhibited. Markup is valid and mostly simple and semantic. Styles are organized and/or mostly efficient in technique. All design goals are accomplished with only minor bugs that do not hinder usability. Design is appropriate for the audience and context.
- 90–100: Advanced/excellent skills are exhibited. Markup is meticulous, simple and semantic. Styles are neat and organized. Efficient methods are used to accomplish all design goals without any bugs. Design is beautiful and appropriate.

DELIVERABLES (ungraded; possible penalty for later or no submission): Each project will be broken down into a series of deliverables (the details and schedule is provided in the course website). These aim to help you keep on task to complete the project one step at a time. Feedback may be provided on each deliverable after it is submitted. The focus should be on forward motion towards the projects final submission.

DISCUSSION (ungraded): As scheduled in advance, one-on-one sessions will be held virtually to provide feedback on deliverables and answer questions about progress on other assignments.

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.

WEB-BASED FORMAT: This course will be offered in a web-based format that requires work to be submitted according to a specific schedule and without any required class times.

ATTENDANCE: Attendance is not taken as there are no required meetings. Optional discussion meetings may be scheduled upon request.

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.

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: Disability Services coordinates reasonable accommodations for students with documented disabilities. Students in need of academic accommodations because of the impact of a disability are invited to e-mail the Disabilities Compliance Coordinator at disabilityservices@cedarville.edu or visit www.cedarville.edu/disabilities for information and an application. Disability Services is located in The Cove (Academic Enrichment Center) on the second floor of the BTS.

DESIGN LABS: The Design Labs are used for classroom teaching and after-hours work by students. You may use the Design Labs for course-related work after obtaining permission from the Art, Design, and Theatre Department. 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!