

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:

- » John Duckett, HTML and CSS: Design and Build Websites, 2011, Wiley, ISBN: 1118008189

[Web1]

- » Brian Miller, Above the Fold: Understanding the Principles of Effective Web Design, 2011, HOW Books, ISBN: 144030842X
- » **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 guide also ends with study tools to help students prepare for exams.
- » **EXERCISES (25%):** 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 class time on the day listed in the course schedule. The correct solution will be demonstrated or provided briefly during class. Students may make revisions to their work and resubmit by 11pm the same day in order to make adjustments based on what they learned through the in-class demo. While there will not always be a single correct answer or solution to exercises, there will be a relative set of acceptable solutions, and the ability to distinguish between these is a skill to be developed through trial, correction, and resubmission. Work will typically be submitted through Codio and will be graded as follows:
 - **0%:** No submission or unauthorized submission after class.
 - **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%):** Each Unit of the course will end with a comprehensive exam. Study guides will be provided in advance. 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 will also include review questions from previous units in order to aid long-term retention. The point value for each item on the exam will be indicated on the exam itself. Exams should take approximately 45 minutes to complete and will be taken during class on indicated days.
- » **REFLECTION ESSAYS (5%):** 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
 - **1–2:** Partial submission: substance lacking.
 - **3:** Full submission but lacking substance or some required elements such as citations or writing requirements.
 - **4:** Full submission meeting all expectations but writing mechanics or clarity may need improvement.
 - **5:** Exceptional submission; thorough in all requirements and grasp of material; attentive to detail; writing is clear and well-crafted.
- » **PROJECTS (50%):** There will be four major projects in this course. Each will have specific deliverables spelled out in advance. The deliverable instructions will indicate where and how it should be submitted between Moodle or Codio.

[Web1]

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-ENABLED FORMAT:** This course will be offered as a web-enabled course that requires work to be submitted between class times and will assume students take responsibility to review assignments and content details in Moodle.
- » **ATTENDANCE:** Regular attendance to class is expected. While attendance will not necessarily be tracked every day, students who regularly miss class, are late to class, or leave early may receive a grade deduction. A warning will be issued in writing before a grade deduction is applied to future offenses.
- » **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 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, meeting times, and meeting locations on following page.