

Business and Hospitality Division

Course Syllabus

*A-B Tech reserves the right to make changes as necessary to this schedule, including possible responses to the COVID-19 crisis. A-B Tech’s COVID response information can be located on A-B Tech’s website at the following link:*  [A-B Tech COVID response information](https://abtech.edu/contact-us/coronavirus-covid-19-information). *Any changes will be communicated by the instructor prior to the implementation of the change. Please make sure to check your email and Moodle on a regular basis.*

# Course Information

## Course Details

* **Course/Section:** WEB-111-OA1
* **Course Hours:** class – 2, lab – 2, credit – 3
* **Semester:** 2023SP
* **Meeting Times:** Asynchronous. Class is online with no required Zoom meetings
* **Meeting Location:** Asynchronous. Class is online with no required Zoom meetings
* **Prerequisites:** none
* **Co-requisites:** none
* **Course Description *per catalog*:** This course introduces the creation of web graphics, and addressing problems peculiar to WWW display using appropriate software. Topics include web graphics file types, optimization, RGB color, web typography, elementary special effects, transparency, animation, slicing, basic photo manipulation, and other related topics. Upon completion, students should be able to create graphics, such as animated banners, buttons, backgrounds, logos, and manipulate photographic images for Web delivery. Emphasis is placed on graphic design principles and industry standard Adobe software.
* **Text(s):** none
* **Supplies/Materials:** Internet access, Adobe Photoshop current version

## Instructor Information

* Instructor Name: Constance Humphries
* Office Telephone Number: n/a
* Email Address: constanceahumphries@abtech.edu
* Office Location: n/a
* Office Hours: By appointment via zoom
* Communication:
  + My preferred form of communication is email. If communicating by email, I will only respond to A-B Tech email addresses. I will usually respond to emails within 24 hours during the workweek.
  + If you don’t reach me within 3 days, contact department chair Pete Kennedy at: [peterukennedy@abtech.edu](mailto:peterukennedy@abtech.edu)

## Course Learning Outcomes/Objectives

* Identify the roles of the people involved in the development life cycle of a web design project
* Identify the elements of a visually appealing and usable web site design
* Use external resources to legally procure digital imagery for educational and commercial use
* Use software to perform basic and advanced bitmap and vector editing tasks
* Produce appropriate documentation outlining the development life cycle of a web design project
* Apply principles of design and usability standards to create a visually appealing and usable web site design
* Produce prototype-quality versions of a web site

Additional information can be located on A-B Tech’s website at the following link: [Course Syllabus Information](https://www.abtech.edu/syllabus)

## Course Requirements and Expectations

## Grading:

The following sections outline the grading policy and workflow in detail.

## Make-up Work:

There is no make-up work. Complete the regularly scheduled assignments.

## Student Responsibilities

It is expected that students will:

* Budget time *daily* to work on assignments
* Watch all the required videos
* Read all the required readings
* Adhere to the A-B Tech Code Formatting guidelines regardless of the coding practices used by the tutorial/video/reading resources

## Workload and Communication

## Workload:

Expect to spend 8-12 hours per week on your work in this class.

### Communication:

All communication in this class is made via email and Moodle. I post a weekly Course Announcement (top of Moodle) which Moodle then emails. If you’re not receiving these announcements, check your spam folder. You can always access the posts from the top of Moodle. The emailing of the posts is a courtesy and not to be relied on.

As for assignment feedback and grades, it is your responsibility to check both your A-B Tech email and Moodle twice daily during the M-F school week. At a minimum – once in the morning and once in the evening. Moodle does not always send out email notifications as expected, so do not rely on this! Be proactive in checking Moodle for assignment feedback rather than waiting for an email notification. Once I provide feedback on an assignment and offer the opportunity for a resubmission, I expect a resubmission (if you choose to do it) within 48 hours (excluding weekends/holidays). If you fail to check your email/Moodle regularly, you risk failing to meet these deadlines.

## Instructor Response Times:

I typically respond to emails and grade assignments within 24 hours excluding weekends and holidays. Note I do not check Moodle or email after 5pm.

## Grading/Assignment/Test Policy

### Tests:

There are no tests in this class. It is 100% project-based.

## Assignments:

Timeliness in turning in work is essential in the workplace, and timeliness is essential and expected in this class. Each assignment (first draft and resubmissions) has a deadline. If you miss the deadline by even one second, Moodle will lock the submission and you won’t be able to submit your assignment. In that case, your assignment grade will be a 0 and you are encouraged to zip and email me your work so I can check it for completeness; however, the grade will remain a 0.

Assignments are made available in Moodle every Tuesday by 8:00am. First drafts are due the following Tuesday by 8:00am unless otherwise noted.

Some of the work you submit may need to be redone and resubmitted. That is the reality of developing web sites for clients. You will always have tweaks. Best to learn now not to take it personally and get comfortable with the concept of 1st draft, 2nd draft, …, nth draft.

## Workflow for assignment submission:

* I make an assignment available in Moodle.
* You submit the assignment by the due date listed. Late work is not accepted.
* I will provide an initial grade (Complete/Incomplete) and feedback – sometimes within the hour.
* Address my feedback and resubmit the assignment for a higher grade. You will have 48 hours (excluding weekends/holidays) to resubmit the next draft. The new due date will be visible in Moodle. Resubmissions will not be accepted late.
  + Note: All feedback must be addressed. Do not simply resubmit the same old unchanged files. If the feedback is not 100% addressed, the assignment grade will remain a zero with no further resubmissions. Let’s be clear. If my only feedback comment is to fix a file name, and you fail to do that but everything else is absolutely perfect, your assignment grade will remain a zero. All feedback must be addressed by the extension due date.
* Upon resubmission, the process repeats. I will offer you the opportunity to resubmit again with an updated due date/time. This process continues until you have either earned a 100 on the assignment (Complete), until you have missed a resubmission deadline (at which time the Incomplete grade of 0 is final), or until you simply decide not to resubmit a new draft (at which time the Incomplete grade of 0 is final).
* If you resubmit work with no improvements, the assignment will be graded in its current state (Incomplete / 0) and no further resubmissions for that assignment will be accepted. Resubmissions don’t have to be perfect, but they must show progress.
* I will challenge you to produce the best work possible.
* It is possible to redo an assignment several times and still receive a 100 – so don’t worry if the grade shows initially as a 0 the first few times you turn it in. This is the natural process – to continue to tweak the work until it is the best you can do.
* No resubmission will be accepted once the final project is assigned, and the final project itself is graded with its final grade upon its initial submission.
* The only ways to get a low grade on an assignment are to [1] miss a resubmission deadline or [2] fail to address every feedback item in the new submission.

## Late work:

* Late work is not accepted. Missing assignments are graded as zeros with no opportunity for resubmission.
* **Exception**: If you need an extension on an assignment, **you must request it by email at least 24 hours before the due date. Your request must include your preferred due date and an explanation of how you plan to get caught up. You may only do this once during the semester.**

## File naming:

Correct file naming is essential to functioning web applications. Assignments submitted with the incorrect folder or file name will not be accepted and the initial grade will be a zero. You will have to rename your folder(s)/file(s) correctly and resubmit by the new due date. Capitalization, spaces, hyphens, underscores – they all count. In the professional world, a single mis-capitalized word or a single missing/additional space can cause a web application to fail. Pay close attention to folder/file naming.

## File packaging:

Packaging an assignment correctly (the folder/subfolder structure) is essential. Packaging assignments includes creating the folder/subfolder structure as per the assignment instructions in Moodle and zipping the assignment correctly. If, in the professional world, your web site’s structure does not match your code, your web site will break. Assignments submitted with incorrect packaging will not be accepted and the initial grade will be a zero. You will have to repackage your assignment correctly and resubmit by the new due date.

## Completeness:

Every assignment will require you to complete multiple files. Not all files are equal. For example, if an assignment requires you to create five files, and you create four (missing only one) this does not mean that you completed 80% of the assignment and therefore deserve a B. In this case, not every file is worth 20% of the assignment. Some files are more important than others, and overall completeness is important. You will receive a 0 grade for turning in four out of five files. Assignments must be turned in 100% complete to earn a passing grade. Budget your time and complete the assignments. Clients will expect their web sites to be complete. They will not be satisfied with only four out of their five web pages finished.

## What counts?

* Complete sentences only with correct grammar, spelling, and punctuation
* Neatly typed and formatted
* Presentation, in addition to content, counts
* File naming
* Completeness
* Assignment packaging/zipping

### Inclement Weather:

When the College is closed, **all curriculum classes (including online synchronous (Zoom))**, are cancelled except for clinical sites that are still operating (i.e. Mission Hospital, etc.). **Assignments are still due! Please log into Moodle and review instructions from me.** Please sign up for A-B Tech text alerts to receive early weather and emergency notifications. To register, go to [WebAdvisor](https://ist-webadvisor.abtech.edu/WebAdvisor/WebAdvisor?TYPE=M&PID=CORE-MAIN31&TOKENIDX=6902704378), choose Update My Contact Information, check the box for text alerts, and enter your phone number and carrier. You may also check the A-B Tech homepage at <https://abtech.edu/> for updates. **Should you lose power or internet, please contact me ASAP!**

## ***Note: Online synchronous courses are live online courses that are conducted in real-time. The instructor and students are together in the same session which will begin and end at a fixed time.***

## Evaluation Criteria

Work is assessed based on quality, not effort. It doesn’t matter if you spent 10 minutes or 10 hours on an assignment. What matters is the assignment quality.

## Grading System

Assignments are graded as *incomplete* (0) or *complete* (100). Details are given later in this syllabus. Your end-of-semester grade is based on the following weighting and scale:

* Your final semester grade is calculated from weekly assignments that are equally weighted.

| **Grade Letter** | **Associated Percentages or Points** |
| --- | --- |
| A | 90 – 100 |
| B | 80 – 89 |
| C | 70 – 79 |
| D | 60 – 69 |
| F | Below 60 |

# A-B Tech General Information

## Participation Requirements

It is mandatory that the student attend each course at least once during the first 10% of the course, or, in the case of online courses, a graded activity must be submitted during the first 10% of the course. For hybrid courses, the student must attend the classroom portion of the course or complete an online graded activity prior to the 10% point. Failure to attend or complete a graded activity prior to the 10% point will result in the student being dropped from the course. The student will not be allowed to continue in the course or receive a refund.

## Professionalism

Students are expected to conduct themselves in a professional and respectful manner at all times. In that regard, students will not at any time engage in disruptive, threatening, unethical, disrespectful, or abusive conduct toward other members of the college community, including fellow students, faculty, and staff.

## Rights, Responsibilities, and Procedures

Information on Rights, Responsibilities, and Procedures pertaining to students can be located on A-B Tech’s website at the following link: [Course Syllabus Information](https://www.abtech.edu/syllabus)

## ADA/Accessibility

A-B Tech is committed to creating an environment that meets the needs of its diverse student body. If a student has a disability, thinks they may have a disability, or are having issues with the accessibility of course materials, the student should contact Support Services to request appropriate accommodations to ensure access to their education. Complete information and forms can be located at the following link: [Student Service Overview](http://www.abtech.edu/supportservices)

## Course Evaluation by Students

Students will have the opportunity to provide constructive feedback on their courses each semester at approximately the 75% completion point through an online survey. ***All responses are anonymous*** unless a student chooses to self-identify in submitted comments. Results are used to determine whether changes should be made to improve the learning experience for students. Additional information can be located on A-B Tech’s website at the following link: [Course Syllabus Information](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.abtech.edu%2Fsyllabus&data=04%7C01%7Cbobennett%40abtech.edu%7C8f5901223e214072c5d508d8fe929635%7C9388c7fc634648eea3f6c161d6bc13f9%7C1%7C0%7C637539252832208149%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=oVllrKqj0nwo6qVFMThNmoTaThvrePY4bJbpD2Ns3sI%3D&reserved=0)

## Course Schedule

*Any changes to the syllabus will be posted in Moodle prior to implementation of change.*

|  |  |
| --- | --- |
| **Weeks 1-11** | Photoshop basics |
| **Weeks 12-13** | Photoshop for Web Design |
| **Weeks 14-15** | Graphic Design Principles |
| **Week 16** | Accessibility for Web Design |