

MAT 125

WEB DESIGN 1: FUNDAMENTALS

CATALOG DESCRIPTION

This course introduces the fundamentals of building Web pages, including HTML coding, Cascading Style Sheets (CSS), image optimization, web typography, interface design, basic JavaScript, and Secure File Transfer Protocol (SFTP) for uploading websites. Students also learn about browser and platform issues, modern coding best practices, responsive design, and management techniques for personal websites.

STUDENT LEARNING OUTCOMES

The MiraCosta faculty believe that students who complete one or more certificates or degrees are systematic, critical, creative thinkers and clear communicators who are intellectually curious, technically proficient, professional, and aesthetically literate. To that end, the faculty has identified seven Student Learning Outcomes (SLO's) that apply directly to the high-level skills you are expected to possess in the workforce: Technical Skills, Application of Discipline Skills, Critical Thinking and Problem Solving, Communication, Professional Behavior, Aesthetic Literacy and Appreciation, and Global Awareness and Responsible Citizenship.

To achieve this goal, you are expected to achieve competency in the following course-level Student Learning Outcomes, each of which help you achieve one or more of the above outcomes:

1. Apply HTML and CSS coding techniques to construct and format web pages using modern web standards.
2. Create effective user interfaces that apply fundamental design and usability principles.
3. Plan, design, and construct a website and publish it to the Web.

COURSE OBJECTIVES

Students will learn practices of information design, graphic design, and programming for the World Wide Web, including using HTML for content and structure, using CSS for visual presentation, and using JavaScript for adding increased interactivity or functionality. The course will provide hands-on experience with coding techniques used by designers and developers to create effective interfaces and web and interactive media products. Students will learn to:

1. Conceive, plan and design a website project
2. Collect and compose images and text
3. Prepare and optimize media for web delivery
4. Apply fundamental design principles to interface and navigation designs
5. Write, debug, and optimize HTML, CSS, and JavaScript code for structure, presentation, and functionality
6. Apply responsive web design techniques
7. Arrange and assemble a website and upload it to a web server
8. Apply fundamental skills in file management and server procedures.

Fall 2018
MiraCosta College

Section #1508
Room OC4610
Tues/Thurs, 9:30 a.m. – 11:20 a.m.

Instructor: Karl Cleveland
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Phone: 760.757.2121 x6365

Website: <http://karlcleveland.com/125>

Office Hours (OC4620):
TUES/THURS, 11:20 A.M. – 12:20 P.M.
Or by Appointment

<http://karlcleveland.com/125>

CLASS MATERIALS AND READING

Necessary Supplies

- USB Flash Memory Drive/Key
- A notebook or sketchbook

Required Reading

- *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, 5th Edition* by Jennifer Niederst Robbins (O'Reilly)
- *Assigned web pages or web resources as per the class website*

Optional Reading

- *HTML & CSS: Design and Build Websites by John Duckett (Wiley)*
- *HTML Dog: The Best-Practice Guide to XHTML and CSS* by Patrick Griffiths (New Riders)
- *HTML5 for Web Designers* by Jeremy Keith (ABookApart)
- *CSS Mastery: Advanced Web Standards Solutions* by Andy Budd (Friends of Ed)
- *Transcending CSS: The Fine Art of Web Design* by Andy Clarke (New Riders)
- *Adobe Photoshop - Classroom in a Book [Adobe Press]*
- *The Non-Designer's Web Book* by Williams and Tollet
- *The Non-Designer's Design Book* by Robin Williams
- *MTIV: Process, Inspiration and Practice for the New Media Designer* by Hillman Curtis (New Riders)
- *Understanding Comics: The Invisible Art* by Scott McCloud

The instructor can suggest other books and reference material.

GRADING AND EVALUATION

Your final grade is based on your performance on class projects, class exercises, and class participation.

Total Possible Points = 100

Exercises: 25 points (25%)
Project 1: 20 points (20%)
Project 2: 20 points (20%)
Project 3 (Final Project): 25 points (25%)
Class Participation: 10 points (10%)

EXERCISES

Exercises will be assigned to provide hands-on experience with key concepts from the readings, lectures, and demonstrations. Exercises are largely technical explorations (with some artistic elements). Most exercises will be due one week after they are assigned.

PROJECTS

You are required to complete three website projects in this class. Full project details and descriptions will be available online at <http://karlcleveland.com/125>.

The final project (project #3) will be a 'student choice' website using content of your own choosing. This can be a real or fictitious business site, a personal website, or a website about a subject or topic. The design process for your final project will contribute to your course grade. You will be asked to respond to an RFP (Request for Proposal) for your website that will layout the specific details of your project (objectives, look and feel, content, flow-chart, etc.). The proposal will serve as your design plan.

Percentage	Points	Grade
90 – 100%	90 – 100	A
80 – 89%	80 – 89	B
70 – 79%	70 – 79	C
60 – 69%	60 – 69	D
00 – 59%	0 – 59	F

Grading Guidelines

A – Outstanding achievement; available only for the highest accomplishment.

B – Praiseworthy performance; definitely above average.

C – Average; awarded for satisfactory performance.

D – Minimally passing; less than average achievement for undergraduate students.

F – Failing.

An incomplete grade will only be granted for extenuating circumstances.

Lab Hours

Computer lab hours are available to students in the Library and Information Hub. The library is generally open:
Mon – Thurs, 7:30 a.m. – 9:30 p.m.
Friday, 7:30 a.m. – 3:00 p.m.
Saturday, 10:00 a.m. – 5:00 p.m.

Class Participation

Participation in class will be considered as part of your course grade. Students are expected to attend and be on time to every class. If you decide to withdraw from the course, you must file the appropriate paperwork or risk receiving an "F" in the class.

Prerequisites/Advisories

None. But, considerable computer and desktop experience (and/or CSIT 100 and 105) are recommended.

Due Dates

All work is expected to be completed and uploaded to the MAT server by the due dates. Late work may be lowered by one letter grade for each week that it is late.

Disability Accommodations

Students with a disability may be entitled to appropriate accommodations and are encouraged to notify the instructor and contact the Disabled Students Programs & Services (DSPS) office as soon as possible. The DSPS office is located in Building 3000, adjacent to Parking lot 3C, and can be reached at 760-795-6658.

Project grades are based on the quality of your work in the following areas: content/concept, form, function, and technique. For information on the specific grading considerations related to each of these areas, see <http://karlcleveland.com/125/grading.htm>.

LGBTQIA+ Resources

MiraCosta College has an expressed commitment to equity and inclusion for students, faculty, and staff who are lesbian, gay, bisexual, transgender, queer, questioning, intersex, and asexual. For information about LGBTQIA+ campus resources and services, visit: miracosta.edu/lgbt.

Conduct

All students are expected to follow the administrative rules and standards of conduct detailed in the college catalog. Students are expected to be respectful and professional in their interactions with the instructor and other students in the class. Students are expected to produce original work and not use pre-packed templates, designs, or code. Plagiarism may result in a failing grade and other consequences. A student may not use or copy by any means another's work (or portions of it) and represent it as his/her own. Quotations, photographs, or other artwork used by a student should be given appropriate credit or reference.

Administrative Dates

9/2 is the "Add" deadline. 9/2 is the "Drop" deadline (without a "W" recorded). 9/21 is the "Pass/No Pass" option deadline. 11/16 is the "Withdraw" deadline (with a "W" recorded).