

# MAT 165

## WEB DESIGN 2: TOOLS & TECHNIQUES

### CATALOG DESCRIPTION

This intermediate-level course builds on the skills developed in MAT 125. It introduces students to techniques for designing websites using industry-standard web design and development tools including Dreamweaver and Photoshop. Topics include responsive web design, coding, image editing and optimization, animation, and producing websites using HTML, CSS, and JavaScript.

### 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. Conceptualize, design, and produce effective information architectures and graphical user interfaces for web delivery.
2. Utilize web editing and graphic software tools and techniques to create web page designs.
3. Examine, analyze, and evaluate websites for design, usability, and functionality.

### COURSE OBJECTIVES

Students will learn practices of information design and delivery for the World Wide Web and multimedia, including developing the information architecture, graphical user interface and web page design, creating and optimizing graphics for the web, designing for interactivity, and creating animation. The course will provide hands-on experience with the tools and techniques used by designers to create effective interfaces and sophisticated web and multimedia products. Students will learn to:

1. Utilize web editing and graphic software tools.
2. Design effective user interfaces.
3. Produce and program webpage designs using Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS).
4. Create and optimize graphics for web delivery.
5. Create and apply rollover, drop-down, and other menu functions to webpages.
6. Apply styles and templates to multiple pages.
7. Create web-based animations.
8. Use JavaScript to add advanced functionality to webpages.
9. Upload and manage webpages on a server.

Fall 2017

MiraCosta College

Section #1530 - Room: OC4610

THURS, 9:30 A.M. – 1:20 P.M.

+ 1 Hour ONLINE

Instructor: Karl Cleveland

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Phone: 760.757.2121 x6365

Office Hours (OC4620):

THURS, 1:30 P.M. – 3:30 P.M.

Or by Appointment

Website: <http://karlcleveland.com/165>

<http://karlcleveland.com/165>

10. Evaluate web designs for usability and effectiveness.

Design skills, design process, personal expression, content development, project management, and trends in visual communication as they relate to interactive media will be emphasized along with the learning of tools and techniques.

Software to be used in the class includes: Dreamweaver, Photoshop, Animate CC, and others as needed. Students will explore programming using HTML, CSS, JavaScript, jQuery and ActionScript.

## READING

### Recommended Reading

- *Dreamweaver CC: The Missing Manual* by David Sawyer McFarland (O'Reilly)
- *Assigned web pages*

### Optional Reading

- *Transcending CSS: The Fine Art of Web Design* by Andy Clarke (New Riders)
- *CSS Mastery: Advanced Web Standards Solutions* by Andy Budd (Friends of Ed)
- *Flash CS6: The Missing Manual* by Chris Grover (O'Reilly)
- *Adobe Photoshop CS6 - Classroom in a Book* (Adobe Press)
- *Learning Web Design* by Jennifer Niederst Robbins (O'Reilly)
- *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.

## CLASS MATERIALS

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

## GRADING AND EVALUATION

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

### Total Possible Points = 1,000

Your Blog (Exercise 1): 100 + points (10%)

Exercises (2 – 6): 250 points (25%)

Midterm Project Website: 250 points (25%)

Final Project Website and Process: 300 points (30%)

Class Participation: 100 points (10%)

## EXERCISES

Exercises will be assigned to provide hands-on experience with key concepts from course lectures and demonstrations. Exercises are largely technical explorations (with some artistic elements) and typically don't require an intensive amount of production time.

Percentage	Points	Grade
90 – 100%	900 – 1,000	A
80 – 89%	800 – 899	B
70 – 79%	700 – 799	C
60 – 69%	600 – 699	D
00 – 59%	0 – 599	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, 8 a.m. – 9:30 p.m.

Friday, 8:00 a.m. – 3:00 p.m.

Saturday, 10:00 a.m. – 5:00 p.m.

### Attendance and 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.

### Due Dates

All work is expected to be completed by the due dates. Unless otherwise specified, work is due at the beginning of the class period. Late work may be lowered by one letter grade for each class meeting that it is late.

### Prerequisites/Advisories

MAT 125 and considerable computer and desktop experience (and/or CSIT 100 and 105) are recommended.

## PROJECTS

You are required to complete two major website projects in this class including:

- **Small Business Website (Midterm Project)**
- **Student Choice Website (Final Project)**  
(with proposal and instructor approval)

Full project details and descriptions will be available online at <http://karlcleland.com/165>.

The design process for your final project will contribute to your course grade. You will be asked to respond to an "official" 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, and will be graded and returned to you to help guide your project's development. You will also complete project research, client surveys, thumbnails, and design comps as part of the design process.

**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://karlcleland.com/165/grading.htm>.

## THE BLOG (EXERCISE 1)

In the spirit of the Internet, this class will be largely paperless and writing for the course will be done online in your own weblog. Moreover, your writing will be "open source," available for both the benefit and critique/comments of your classmates. Each week, a number of blog topics will be posted to the class website at: <http://karlcleland.com/165/blog>. Each blog topic will be assigned a point value (generally from 10 to 40 possible points). You will have the opportunity to respond in writing to the blog topics in your own course blog, and will earn points based on the quality of your blog postings. Your blog will count for 10% (100 points) of your course grade. It is possible to earn "extra credit" in the course through extensive, high quality participation in the blog.

Your blog will provide an ongoing opportunity to find, share, and discuss compelling and cutting-edge examples of interactive media design. Furthermore, you can investigate and discuss issues and practices related to web design including technology use; design principles and techniques; creative, developmental and business processes; and critical/theoretical analysis. It is encouraged that you use the blog to share useful sites and resources. Thus, your blog will contribute to the collective intelligence of the class, and your classmate's blogs will expose you to a greater diversity of resources and ideas than you would have been able to discover on your own.

## Classroom Rules

All students are expected to follow the rules of the computer lab. No food or drinks are allowed in the classroom. Cell phones, iPods, and electronic devices should be turned off while in the classroom. No browsing the Internet, instant messaging, playing computer games, or writing e-mail during active classroom time.

## 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.

## 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](http://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-packaged templates or copy web designs or code that is not their own. 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

9/1 is the "Add" and "Drop" deadline (without a "W" recorded). 9/22 is the "Pass/No Pass" option deadline. 11/17 is the "Withdraw" deadline (with a "W").