

# MAT 165

## WEB DESIGN 2: TOOLS & TECHNIQUES

### CATALOG DESCRIPTION

This course builds on the skills developed in MAT 125 and introduces the student to the more advanced tools and techniques for designing web sites using current web design and development tools.

### 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. Create and apply rollover, drop-down and other menu functions to web pages
2. Design effective user interfaces
3. Apply styles and templates to multiple pages
4. Create web-based animations
5. Use built-in behaviors to add advanced functionality
6. Utilize web servers to manage, upload and update web pages
7. 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, Flash, Photoshop, Fireworks, and others as needed. Students will explore programming using XHTML, CSS, Javascript, and Actionscript.

**Spring 2010**  
**MiraCosta College**  
**Section #2120**  
**THURS, 9:30 A.M. – 1:15 P.M.**  
**Room: OC4610**

**Instructor: Karl Cleveland**  
**E-mail: [kcleveland@miracosta.edu](mailto:kcleveland@miracosta.edu)**  
**Phone: 760.757.2121 x6365**

**Office Hours (OC4623):**  
**THURS, 3:30 P.M. – 5:30 P.M.**  
**Or by Appointment**

**Website: <http://karlccleveland.com/165>**

<http://karlccleveland.com/165>

## READING

### Recommended Reading

- *Dreamweaver CS4: Digital Classroom* by Jeremy Osborne (Wiley)
- Assigned web pages

### Optional Reading

- *MTIV: Process, Inspiration and Practice for the New Media Designer* by Hillman Curtis (New Riders)
- *Web ReDesign 2.0: Workflow that Works* by Kelly Goto and Emily Cotler (Peachpit Press)
- *Learning Flash CS4 Professional: H.O.T.* by Rich Shupe
- *Adobe Photoshop CS4 - 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
- *Experience Design* by Nathan Shedroff
- *Understanding Comics: The Invisible Art* by Scott McCloud
- *Information Arts* by Steven Wilson

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

Exercises: 200 points (20%)

Midterm Project Website: 250 points (25%)

Final Project Website and Process: 350 points (35%)

Blog Postings/Participation: 100 + points (10%)

Class Participation and Attendance: 100 points (10%)

## EXERCISES

In-class exercises will be assigned to support course lectures and demonstrations, and you should be able to complete these exercises during in-class lab time.

## 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://karlcleveland.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.**

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; the most common undergraduate grade.

**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, from 8 a.m. – 9:30 p.m. Friday from 8:00 a.m. – 3:00 p.m. Saturday from 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 is recommended as well as considerable computer and desktop experience and/or have taken - CIS 185 (Introduction to Windows).

### 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.

For information on the specific grading considerations related to each of these areas, see <http://karlcleveland.com/165/grading.htm>.

## THE BLOG

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://karlcleveland.com/165/blog>. Each blog topic will be assigned a point value (generally from 10 to 45 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.

## Conduct

All students are expected to follow the administrative rules and standards of conduct detailed in the University catalog. In particular, plagiarism may result in a failing grade and other consequences. Students are expected to produce original work. 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.

## Disability Accommodations

Students with a disability may be entitled to appropriate accommodations and are encouraged to contact the Disabled Students Programs & Services (DSPS) office at 795-6658.

## Administrative Dates

2/6 is the “Add” deadline. 2/6 is the “Drop” deadline (without a “W” recorded). 4/29 is the “Withdraw” deadline (with a “W” recorded).