

## GD110 **Web Design**

T & TR 1:30 - 3:00 | 14 East Jackson RM 513 | Fall 17/18 | 4 credits

### **COURSE DESCRIPTION**

An introduction to design process and strategy for the web. Students will be introduced to layout and composition, typography, color, and navigation concerns specific to web design. Projects will be created using both visual design applications and hand-coding with HTML and CSS. The class will also introduce basic components of hypertext transfer protocol, and web site deployment.

### **PROFESSOR**

**April Wilkins**  
[awilkin9@depaul.edu](mailto:awilkin9@depaul.edu)  
312.405.9828

### **OFFICE HOURS**

M & W 1:30 - 3:00  
CDM RM 635

### **LEARNING OBJECTIVES:**

This class is intended to acquaint the student with the basic languages and design processes necessary for working with the web. At the successful completion of this course, the student will demonstrate abilities to:

- Understand the basic technologies behind web page delivery
- Understand accessibility concerns inherent in delivering content over the web
- Explore common design patterns used in contemporary web practice
- Create web projects that are usable and show an awareness of audience, ethics and aesthetics
- Evaluate design in terms of both function and visual harmony

### **REQUIRED TEXTS: NONE**

### **RECOMMENDED TEXTS:**

- *Above the Fold: Understanding the Principles of Successful Web Site Design*, Brian Miller, How Publishing, [abovethefoldbook.com](http://abovethefoldbook.com)
- *HTML/XHTML and CSS*, Elizabeth Castro & Bruce Hyslop, Peachpit Press, 2011
- *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*, Steve Krug, New Riders Press, 2014

## **MATERIALS:**

Obtain these materials as soon as possible.

- File Storage AND Backup: External hard drives, USB drives, the hard drive in your laptop or home computer and cloud storage are all options. **YOU ARE RESPONSIBLE FOR BACKING UP YOUR OWN WORK.** Meaning you need two different ways of storing your files. Failure to turn in a project will result in a zero grade for that project.
- Paper for note taking and sketching: Consider purchasing one of the sketchbooks specifically made for web designers.
- Writing Implement: If you don't already have a preferred writing implement, several companies make good writing tools: Staedtler, Copic, and Micron come to mind.

## **ATTENDANCE**

After THREE absences, the final grade will be lowered a full letter grade and an additional letter for every two absences thereafter. Excused absences will be considered only after receiving an email stating the absence notification form has been submitted (see course D2L overview for link to form). Submission of this form does not guarantee your absence will be excused. Only extreme situations such as hospitalization, death in the immediate family, military orders and birth of a child, qualify to be excused.

Do not make it a habit of coming late as three times late equals one absence.

If you miss class, you (and only you) are responsible for the content you miss when you're absent—do not email me to ask what you missed as these emails will not receive a response.

There are no excuses for not staying caught up and coming to class prepared:

- Make friends with someone early if you anticipate being absent later in the quarter
- The itinerary on D2L lists exactly what you have missed
- Class sessions are recorded and uploaded to D2L usually around 15 minutes after the class ends

## COURSE WORK

This course revolves around two major projects designed to reinforce material covered in class lectures and assignments. Periodically we'll have quizzes, but these will not be a surprise. Class time will be divided amongst demos, lectures, and lab time.

**Late Work:** Punctuality is integral to a successful design career. So, too is turning in your work on time in this class.

- Late work is only accepted up to one week after it's due
- Grades for late work will automatically receive a reduction of 20%

**Assignments that are turned in on time can be reworked and resubmitted one more time, up to a week after initial grade was received. So it is in your best interest to turn your work in on time, and to revise it as necessary. The importance of these two skills cannot be over-stated.**

## GRADING

Each project grade is based on the following components of your work. Bear in mind that not every project will require the same amount of each component.

- **Thought:** This is the intellectual or conceptual component of a project. You might equate it with 'art direction' or 'strategy'.
- **Structure:** Your use of the basic 'elements and principles of design' as we say. How well you've managed to communicate the previous component. Sometimes we call these two aspects of our work: form and content.
- **Craft:** Ability to follow project parameters and instructions. Attention to detail.
- **Process:** This is where we collect some aspects of our work that are perhaps a bit more intangible. Both 'effort' and 'professionalism' fall into this category. Your ability to show up to class on time, participate meaningfully in critiques, attempt things that seem beyond your reach, etc.

## **WEIGHT BREAKDOWN:**

Quizzes/Readings 20%

Assignments 45%

Projects 35%

## **RESOURCES**

### **DEPAUL GRAPHIC DESIGN MAILING LIST:**

Be sure to sign up for the DePaul Graphic Design Mailing List:  
<https://mailman.depaul.edu/mailman/listinfo/design>.

### **LYNDA.COM:**

DePaul has recently acquired an institution-wide license for lynda.com, which is a wonderful resource for all kinds of technical training. You'll need to sign in with your DePaul user and password using the link found at <http://offices.depaul.edu/is/services/technology-training/Pages/default.aspx>.

### **COMPUTER LABS:**

Computer labs are available for your use outside of class. For schedule information, please check here: [www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx](http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx). You'll need to swipe into the rooms with your DePaul ID, so be sure it's activated.

### **TUTORING:**

Free tutoring services are available during the fall, winter and spring quarters for undergraduate students and graduate students in introductory courses of their program.

The primary location of the Tutoring Center is room 208 in the CDM building. Tutors for digital cinema and animation courses are available on the 9th floor of the CDM building next to the Cage. The tutor for networking courses is located in room 348, the networking lab.

An appointment with a specific tutor can be scheduled through MyCDM. Online students can schedule a virtual session using this system. Tutoring is also available on a walk-in basis. You will be asked to complete a sign-in form with class, instructor and assignment information. Sessions are ½ hour in length and may be individual or in a small group session if there are other students from the same class.

## **UNIVERSITY INFORMATION**

### **ONLINE COURSE EVALUATIONS:**

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

### **ACADEMIC INTEGRITY:**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>.

### **PLAIGARISM:**

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic f in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

Plagiarism in web design can be a tricky thing. While it's common-place to copy and paste small bits of code that you find in tutorials and such, lifting large portions of code—or blatantly copying the design of another site—is a different matter. If you're concerned with whether or not you're on the right side of the law, please don't hesitate to ask me. If you are in fact copying the bulk of your code, without making significant changes, your grade will be reduced, and you will risk failing the course. This is a situation in which it is definitely better to ask for permission rather than forgiveness. Also, be aware that I am obligated as a professor in the university to report all academic integrity violations, no matter how minor they may seem.

## **ACADEMIC POLICIES:**

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the [University Academic Calendar](#). Information on enrollment, withdrawal, grading and incompletes can be found at <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>.

## **INCOMPLETE:**

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of *satisfactory progress* in the course.

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

## **STUDENTS WITH DISABILITIES:**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at:

Lewis Center 1420, 25 East Jackson Blvd. | Phone number: (312) 362-8002 |  
Fax: (312)362-6544 | TTY: (773)325.7296

**This syllabus is subject to change as necessary during the quarter.**