GD 110: Web Design

Instructor: April Wilkins
Class Number: 30028 Section 601
MW 10:10 – 11:40 am
Location: CDM 526 at Loop Campus

Office Hours: M 12-1:30 pm
Office Location: CDM 635
Phone: 312.405.9828
Email: awilkin9@cdm.depaul.edu

Syllabus: Spring 2015

Course Description:

Students will use current industry standard design applications and will begin hand-coding in HTML and CSS for introductory web design. An introduction to visual design fundamentals will include composition, typography, web color, and digital imaging. Informational navigation, structure, front-end design, and implementation will also be studied.

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:

- Read and write HTML and CSS
- Create functional web pages
- Define web design + online content
- Develop and apply creative ideas to web design problems

Required Texts: NONE

Recommended Texts:

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

DePaul Graphic Design Mail List:

Be sure to sign up for the DePaul Graphic Design Mail List: 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 software.depaul.edu/training. Lynda.com covers everything from using Photoshop, to micing a drumkit, to writing an operating agreement for your startup.

Materials:

You'll want to get these materials as soon as possible. Paper and pens can be purchased nearby at Blick and/or Utrecht. While we will be using software throughout this class, please bring pen and paper each day.

- Storage. This can be an external hard drive or even better, you may also use an online service such as iCloud, DropBox, s3, etc. You are responsible for backing up your own work. Failure to turn in a project will result in a zero grade for that project. I'd advise you **not** to use a 'thumb' or 'flash' drive, as they're notoriously prone to fail without notice.

- Paper for note-taking and sketching.

- Black ink pen, black marker, pencil. If you don't already have a preferred writing implement, several companies make good writing tools: Staedtler, Copic, and Micron come to mind.

Attendance:

Attendance will be taken at the beginning of each session and you are expected to attend for the entire length of all class periods. To be considered present, you must be in class at the time attendance is taken. Because of the nature of the class, where all the material is presented and demonstrated during class time, it is very important to be prepared and present for every class session. If possible, you should notify me in advance if you know you will be absent or late.

Professional practices are required. Students are expected to attend every class and to actively participate by:

- Producing and showing work.
- Actively and critically engaging in all classroom discussions and critiques.
- Completing all assigned readings and writings as specified and on time.
- Completing all assignments on time.

Regarding Absences/Tardiness:

- If you are going to be unavoidably absent from a class (due to illness, death in the family, or other serious matter), you must complete the Absence Notification Process. More info below.
- You are responsible for all material covered in class.
- If you miss class, you must consult the schedule and your classmates regarding any missed information.
- 3 or more unexcused absences will lower your grade at least one full letter grade and is grounds for failure.
- Being tardy 3 times is equal to 1 full absence.

Excused Absence:

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at studentaffairs.depaul.edu/dos/forms.html. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

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. Desire to have a clean X-acto cut rather than a raggedy one.
- 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:

Participation 20%	6 Assignments 30%	Exams/Quizzes 10%	Final Project 40%

Grading scale:

Grades for this course will be assigned based on classroom participation, reading and writing assignments, as well as technical and creative skills demonstrated in all exercises and in the final projects. The final projects will contribute the largest portion to the final grade.

Excellent	Above Average	Satisfactory	Poor/ Failure
A 94-100% (4.0)	B 84-86% (3.0)	C 74-76% (2.0)	D 60-69% (1.0)
A - 90-93% (3.7)	B - 80-83% (2.7)	C- 70-73% (1.7)	F <60% (0.0)
B+ 87-89% (3.3)	C+ 77-79% (2.3)		

Grading Policy:

We, as a faculty, believe in a fair grading system based on performance in college level courses. Grading criteria is as follows:

A	EXCELLENCE	Consistently working up to your potential; excellent class participation, excellent craftsmanship, excellent solutions to the assignments; assignments handed in on time; excellent over-all performance.
B	GOOD	Consistently good performance in both classroom participation and assignments.
C	AVERAGE	Consistently average performance in both classroom participation and assignments.
D	POOR	Consistently poor performance in classroom participation and assignments.
F	FAILURE	Absent from final presentation, failure to turn in assignments.

Course Work

This course will revolve around 6 assignments and a final project. Quizzes and reading will also be assigned. Class time will be divided amongst lecture, lab time, and critique.

Assignments:

There will be 6 assignments that will demonstrate certain techniques. These are a part of your grade, and need to be turned in. Turn it in on time, completed correctly, with professionalism, and you will get full credit.

Final Project:

The final project is a site that you will research, design, and code with HTML/CSS.

*Note, presentation and research for the project are a part of the grade.

The project is graded on the following:
- Concept: was it a good idea? Was it an original idea?
- Design Quality: is the piece visually sophisticated (does it look like it belongs in the weekly Penny Saver or the AIGA design archives in Denver) and appealing to the intended audience?
- Presentation: are there broken links, misaligned images, bandwidth/download problems?
- Effectiveness: did your piece motivate somebody or some group into action?
- Case Study: you will need to present and submit a written statement supporting your piece by explaining the concept (how it targets your audience and how your research supported the concept) and final visual.

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/CIM-LabResources.aspx. You'll need to swipe into the rooms with your DePaul ID, so be sure it's activated.

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/.

Plagiarism:

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

Important University Dates:

April 03, 2015	Last day to add classes to SQ2015
April 10, 2015	Last day to drop classes with no penalty
April 10, 2015	Last day to select pass/fail option
April 18, 2015	Last day to select auditor status
May 15, 2015	Last day to withdraw from SQ2015 classes

Important Course Dates:

May 25, 2015	Memorial Day	No Class
June 3, 2015	Last day of class
June 8, 2015, from 8:45-11:00 am	Scheduled final

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.