

Oklahoma State University Institute of Technology
Face-to-Face Common Syllabus
Fall 2017

MMT 2423 INTRODUCTION TO WEB DESIGN

An introduction to the basic concepts of web site design and production. Students are introduced to basic web production software, and utilize the Internet as a source for research and teaching/learning delivery. Students produce and maintain a personal online web site. Theory/Lab. Prerequisites: MMT 2453, VIS 1123 and VIS 1373.

Course Purpose:

The purpose of this course is to prepare students to understand the structure of HTML, CSS and Java Script so they can effectively design responsive web sites, web apps and traditional web pages.

Type of Course: Theory/Lab

Credit Hours: 3; Total clock hours of theory per semester: 25;

Total clock hours of lab per semester: 50.

Class Length: Full Semester

Class Days and Times: Monday and Wednesdays 3:00 PM – 5:25 PM

Co-requisites: MMT 2453, VIS 1123 and VIS 1373 or School Dean's approval.

Instructor Name: Kurt W Stenstrom

Instructor Phone: (918) 293-5070

Office: Bldg. 300/HOS and Room 161

Instructor Email: k.stenstrom@okstate.edu

Contact: My preferred method of contact is email. Please allow 24-48 hours to return your correspondence during the normal work week.

Instructor's Office Hours: Monday and Wednesday 3:15-4:30 PM by Appointment.

School Name: Visual Communications

School Main Phone: 918-293-5050

REQUIRED TEXT, REFERENCES, AND MATERIALS

Texts: <http://www.w3schools.com/html/default.asp>

Materials: Graphic design tool kit previously purchased

Sketch book \$10.00

5 - CDR disks \$10.00

Estimated Cost for Materials: \$ 20.00

Optional Resources: Laptop, Adobe Creative Suite, *CSS: The Missing Manual*, Second Edition (Paperback) Author: David Sawyer McFarland ISBN- 978-0-596-80244-8
TextMate, Power Editing for the Mac by James Edward Gray II
ISBN-10 0-9787392-3-X

Upon completion of the course, students should:

Course Objectives	Assessment of Objectives
*Demonstrate correct use of electronic software for web design production processes.	*Comprehensive Project
*Demonstrate correct use of browser screen ruler for web production accuracy.	*Comprehensive Project
Write content such as body copy, sub-heads, headlines and call to action for brand design marketing and communications.	
Incorporate layout skills and design with traditional print and electronic media.	
*Incorporate layout skills and design with web and handheld devices.	*Comprehensive Project
Develop production skills, reproduction accuracy and production efficiency.	
*Develop RGB color models for web processes.	*Comprehensive Project
Analyze and rationalize design media format types and placements.	
Create industry specific brand design examples.	

Aspects of the course objective assessments may be used in the university's assessment of student learning. If applicable, an asterisk (*) above indicates this assignment is used in the university assessment program.

COURSE ACTIVITIES

In this course students, will:

- Read text and participate in class discussions of readings.
- Participate in in-class activities and demonstrations.
- Develop and complete projects as assigned by instructor.
- Design a personal web site to display all assignments produced in this class.
- Plan the content and navigation of multi-page website.
- Apply proper HTML, XHTML and HTML5 tags and syntax to format web pages.
- Demonstrate ability to upload and maintain a web site.
- Demonstrate working knowledge of Firefox browser and Plug-ins.
- Demonstrate working knowledge of Textmate software.
- Prepare web graphics by utilizing Adobe Photoshop.
- Utilize creative problem solving techniques to overcome obstacles.
- Keep a class notebook that will be graded at midterm and final.
- Design, produce and complete a comprehensive final project.

EVALUATION - GRADES WILL BE BASED ON THE QUALITY AND COMPLETION OF THESE TASKS: (NOTE-Please indicate the course specific evaluations. List assignment(s) used in the university’s assessment of student learning as separate line items and marked with an asterisk.)

Assignments30%

HTML XHTML HTML5	100pts
Structural Elements	100pts
Cascading Style Sheets & Entities	100pts
FTP–File Transfer Protocol	40pts
The Box Model	100pts
Styling Wire Frames	100pts
CSS Positioning	100pts
Using Web Graphics and JS Lightbox	100pts

OSUIT Grading Scale
A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = 59% & below

Performance, and Quizzes.....10%

Weekly Performance, 20pts @15	300pts.
Quizzes, 25pts @ 4	100pts.

Tests.....20%

HTML, XHTML, HTML5, Elements, Attributes, Properties, Values, Entities and Links	100pts.
CSS, Box Model, Positioning and Wireframes	100pts.
Final Test	100pts.

Final Comprehensive Project.....40%

Final Personal Web Site.....	100pts.
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Total100%

*The student’s grade for this assignment will be used in the university’s assessment of student learning. A 70% competency or higher receives a Pass rating. This Pass/Fail rating is independent of the student’s course grade.

Quizzes, small weekly assignments (see below): Normal return time to student by next class meeting or no later than one (1) week.

Major assignments listed above and similar type projects: Normal return time to students in one (1) to two (2) weeks.

RECOMMENDED STUDENT COMPETENCIES/SKILLS

- Utilize web software products effectively, such as Textmate, Browsers, Browser Applications, FTP applications, Content Management Systems, and Adobe Photoshop.
- Manage files and a web server
- Perform measuring for web design
- Write correct web code, HTML structure, CSS presentation.
- Validate web files.

- Understand how to use and create web graphics.
- Understand how to research and use web templates

AUTHORIZED TOOLS

Students may use any/all course materials, including books, the Internet, approved image library's, relevant applications and notes, while participating in classroom activities. All quizzes, tests and assignments are to be completed independently; no collaboration with classmates is permitted and any instance of such will be considered academic dishonesty.

TESTING

Tests and quizzes will be given in conjunction with units of study. Tests will only be given at the announced time. Makeup of tests is at the instructor's discretion based on significant circumstances. The midterm test will only be given during midterm week. The final exam will only be given during final week. Quizzes are given randomly throughout the trimester and may be given at the beginning or end of any class period. Students must be in class and on time to take the quizzes. Quizzes cannot be made up. For all quizzes and tests, students must be present in the classroom at the start of testing. Testing will be completed independently; no collaboration with classmates is permitted and any instance of such will be considered academic dishonesty. After the start of the quiz or test no student will be allowed to enter the classroom until the end of testing. Leaving the classroom for any reason during testing will be considered a completion of the quiz or test. No phones, computers, food, drinks, notes, books, Internet or other materials will be allowed unless noted before the start of testing. (Only tests can be independently scheduled before the day of testing)

ASSIGNMENTS

Unless otherwise specified by your instructor, all assignments will include the student's name, the assignment sheet, printout, and the un-flattened computer file for evaluation. Method of submitting files is determined by the instructor and will be stated with each assignment. Proofread your documents carefully for typographic errors, spelling, or grammatical errors will reduce your grade. Each student is expected to produce original work. (See Syllabus for Academic Dishonesty.) Copying assignments, or disks/files will result in zero points for each party involved. Copying assignments or illegal use of software may result in the student being withdrawn from the course. It is illegal to pirate software, images, or music.

Assignments: Subject to change at instructor discretion

Assignment 1	HTML/XHTML/HTML5 and TextMate	100 pts.
Assignment 2	Structural Elements	100 pts.
Assignment 3	Cascading Style Sheets & Entities	100 pts.
Assignment 3b	FTP- File Transfer Protocol and Domains	40 pts.
Assignment 4	The Box Model	100 pts.
Assignment 5	Styling Wireframes	100 pts.
Assignment 6	CSS Positioning	100 pts.
Assignment 7	Using Web Graphics and JS Lightbox	100 pts.

TOTAL 740 pts.

Late Work Policy: Ten percent (**10%**) of the total possible points for a project will be deducted from the final grade for each day (not including weekends) a deadline is missed. The same deduction will be applied to missing special presentations or demonstrations unless otherwise specified with project instructions. Any work handed in unfinished will be considered incomplete and can be counted as a zero. The final project will not be accepted after due date specified with project instructions.

PERFORMANCE AND QUIZZES

Class Performance: Participation in the daily class curriculum is a daily grade of **10pts** that will be assessed as part of the Performance Grade. It is important because the skills and assignments in this class are explained to the students with lectures and demonstrations. Assignments are given with demonstrations on how to accomplish them. Often, shortcuts and helpful tips are given on how to get the job done in the most expedient, efficient production manner. Reading material, handouts, or other resource materials are given out at this time. Students are required to take thorough notes on the step-by-step instructions. Lectures and demonstrations missed will not be made up. **NOTE: Missed information may not be repeated if the student misses or leaves the class.** Students are expected to work appropriately with others, use time effectively, be dependable, and be responsible for and respectful of their own area as well as other students and the school's property. **Use of Cell phones is not permitted in class.** We respectfully request that all cell phones be set to no audible noise and that students not interrupt lectures or demonstrations by leaving class to conduct personal business. The use of iTunes, iPods, or other individual music players, is not permitted in class except at the permission of the instructor. If permission is granted, headphones will be required and only during workdays. Students are expected to dress in an appropriate manner and behave professionally at all times. Acceptable performance / behavior will include, but not be limited to, the demonstration of:

- Good work ethic
- Dress and language use appropriate for professional workplace
- Positive attitude
- Wise use of class time
- Working well with others; respecting and not disrupting others
- Being prepared for class
- Participation in class discussions, demonstrations, and projects
- Accurately following written and verbal instructions
- Meeting deadline schedules
- Leaving your work area neat at the end of class
- Following all computer use and lab rules handout

Tardy Policy: If a student comes to class late the daily grade will be **5 pts**, it is their responsibility to check in with the instructor at the end of class, or they will be recorded as absent.

TESTS:

Three tests will be given during the semester and will cover material given in lectures, quizzes and assigned reading. Subject to change at instructor's discretion.

Test 1 HTML, XHTML, HTML5, Elements, Attributes,

	Properties, Values, Entities and Links	100 pts.
Test 2	CSS, Box Model, Positioning and Wireframes	100 pts.
Test 3	Final Test	100 pts.

TOTAL 300 pts.

FINAL COMPREHENSIVE PROJECT

The Final Comprehensive Project is the Personal Web Site that will be the assessment for the class. Aspects of the competency assessments may be used in the university's assessment of student learning. Unless otherwise specified by your instructor, it will include the student's name, the final project name, printouts, and the un-flattened computer files for evaluation. The method of submitting files is determined by the instructor and will be stated with the final. Proofread your documents carefully for typographic errors, spelling, or grammatical errors will reduce your grade. Each student is expected to produce original work. (See Syllabus for Academic Dishonesty.) Copying of assignments, or disks/files will result in zero points for each party involved. Copying or illegal use of software may result in the student being withdrawn from the course. It is illegal to pirate software, images, or music.

Final	Personal Web Site	100 pts.
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TOTAL 100 pts.

SYLLABUS ATTACHMENT

View the Syllabus Attachment, which contains other important information, by visiting http://osuit.edu/center/student_syllabus_information

Course Schedule			
Course Outline Schedule	Topic	Assignment	Due Date
<i>Day/Week 1</i>	Syllabus review: Class expectations, Assignments, Quizzes, Tests, and Final Comprehensive Test.	Reading: Introduction to TEXTMATE-pdf	9/17
	Lecture: Introduction & Class Overview, OSUIT OSX-Server- pdf files in Pickup Folder, TextMate, Web Browsers and File Management.	Web Links: w3schools Intro w3schools Editors w3schools HTML5 w3schools XHTML w3schools Doctypes w3schools Head Tag w3schools Body Tag w3schools Title Tag	9/17

<i>Day/Week 2</i>	Lectures: 1_HTML.pdf Web Browsers, HTML Editors–TextMate, Understanding the concepts of HTML, XHTML, HTML5, Doctypes, Head, Title, Body, Structure vs Presentation, Basic Elements, Attributes, Values & Properties, Nesting and Validating.	Assignment 1: TextMate, Doctypes HTML/XHTML/HTML5 and Basic Tags Reading: Web Links: w3schools Meta Tag w3schools Block Level Elements Block-Level Elements	9/12 9/12
<i>Day/Week 3</i>	Lectures: Firefox add-ons 2_Links.pdf Discuss Assignment 2 Discuss and Review for TEST 1 3_Index_File.pdf	Assignment 1Due: Assignment 2: Structural Elements Reading: Web Links: TBA	9/14 9/14 9/19
<i>Day/Week 4</i>	Lectures: 4_CSS.pdf Basic_CSS_Definitions.pdf Discuss Assignment 3	Assignment 2Due: Reading: Web Links: TBA Assignment 3: Cascading Style Sheets & Entities Test 1: HTML,XHTML, HTML5, Elements, Attributes, Properties, Values, Entities and Links	9/28 9/28 10/3 10/3
<i>Day/Week 5</i>	Lectures: FTP–File Transfer Protocol. Domains, File Servers (Bluehost), User Names, Logins and Security Issues Discuss Assignment 3 part B	Assignment 3Due: Reading: Web Links: TBA	10/5 10/5

<i>Day/Week 6</i>	<p>Lectures: Validating, Proofing and Testing.</p> <p>Discuss Assignment 4</p>	<p>Assignment 3b DUE: FTP upload Web Site</p> <p>Reading: Web Links: TBA</p>	<p>10/12</p> <p>10/12</p>
<i>Day/Week 7</i>	<p>Lectures: 5_Box_Model.pdf</p> <p>Discuss Assignment 5</p>	<p>Assignment 4: The Box Model</p> <p>Reading: Web Links: TBA</p>	<p>10/19</p> <p>10/19</p>
<i>Day/Week 8</i>	<p>Lectures: Wireframes and Styling Wireframes</p> <p>Discuss Assignment 5 part B</p> <p>Discuss and Review for TEST 2</p>	<p>Assignment 4Due:</p> <p>Assignment 5: Styling Wireframes</p> <p>Reading: Web Links: TBA</p>	<p>10/26</p> <p>10/31</p> <p>10/31</p>
<i>Day/Week 9</i>	<p>Lectures: Horizontal and Vertical Navigation.</p>	<p>Test 2: CSS, Box Model, Positioning and Wireframes</p> <p>Reading: Web Links: TBA</p>	<p>11/2</p> <p>11/2</p>
<i>Day/Week 10</i>	<p>Lectures: CSS Positioning, Using Photoshop for Web Graphics.</p>	<p>Assignment 5Due:</p> <p>Reading: Web Links: TBA</p>	<p>11/9</p> <p>11/9</p>
<i>Day/Week 11</i>	<p>Lectures: Using Web Graphics and JS Lightbox, JS Plugins</p> <p>6_All_About_Resumes.pdf</p>	<p>Reading: Web Links: TBA</p>	<p>11/16</p> <p>11/21</p>
<i>Day/Week 12</i>	<p>Lecture: The Personal Web Site</p>	<p>Final Comprehensive Project: Personal Web Site</p>	<p>12/28</p>

<i>Day/Week 13</i>	Lecture: Images for the Portfolio Page and Thumbnails	Using Web Graphics and JS Lightbox DUE:	11/30
<i>Day/Week 14</i>	Lecture: Validating, Proofing and Web Site Testing. Discuss and Review for FINAL TEST		12/7 12/7
<i>Day/Week 15</i>	Lecture: FTP Upload Final to Bluehost server, proof, validate, check links by testing all. Turn in Final Comprehensive Project on a DVD/CD, place it in an envelope with the Grade Sheet	Final Test: Final Comprehensive Project DUE:	12/14 12/14

Schedule is subject to change at instructor discretion.