GRC 275

WEB DESIGN AND PUBLISHING II
Section 2001 T-TH 6:00 p.m.-8:00 p.m. Sierra 217
Spring 2018 01/23/18–05/10/18
Instructor: Michael Ganschow-Green
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Course Description

3 Credits. Prerequisites: GRC 175 or instructor approval.
Advanced Web page design using industry-standard applications. Topics include planning and design, programming, interactivity, behaviors, animation, page weighting, meta tags, databases, Web hosting and site management. *This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).*

Educational Objectives

Upon successful course completion you will:

- Have an increased understanding of the common elements of any web design project, from planning and managing a project to testing and post-launch.

- Understand usability and accessibility standards, and be able to use them effectively.

- Be able to demonstrate advanced software features by applying various techniques to solve design and navigation problems.

- Be a practicing web designer: able to work with clients, web hosts, improve web sites through use of statistical reports, and understand the importance of search engine ranking to clients.

- Have techniques for increasing and maintaining creativity and the creative process.

- Have advanced skills required for employment in the industry.

Textbooks

Required: Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, 3rd Edition, Steve Krug, New Riders Press, 2014.

Recommended: Any of *The Smashing Books* published by Smashing Magazine. As of the writing of this syllabus, they are up to #5. The latest book has some really good perspectives on responsive design
Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems, Steve Krug, New Riders Press, 2009
Design for Real Life, Eric A. Meyer and Sara Wachter-Boettcher, A Book Apart 2016.
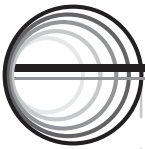Design for Emotion, Aarron Walter , A Book Apart 2011.
On Web Typography, Jason Santa Maria, A Book Apart 2014.
HTML5 for Web Designers, Jeremy Keith, A Book Apart 2010.
CSS3 for Web Designers, Dan Cederholm, A Book Apart 2010.
Responsive Web Design, Ethan Marcotte, A Book Apart 2011.

Supplies

3 blank recordable CD-Rs or blank flash drives
Portable media for saving your work

Grading

Three projects will be assigned and all must be turned in to be eligible to pass the course. Project 1 is worth 125 points, Project 2, 125 points, Project 3, 150 points. As this is a project-based course, subsequent projects make use of and build upon the skills from previous
projects. The final project shows your mastery of all software and design skills learned throughout the course. ***Thus, you must receive a passing grade on Project 3 in order to be eligible to pass the course.*** Total points possible for the class is **400**. Final grade totals are:

A = 388-400	**B** = 352-363	**C** = 316-327	**D** = 280-291
A- = 376-387	**B-** = 340-351	**C-** = 304-315	**D-** = 268-279
B+ = 364-375	**C+** = 328-339	**D+** = 292-303	**F** = 267 or less

A student may request a W grade at any time by going online to MyTMCC or going in person to Admissions & Records (RDMT 319C). The cut-off date for requesting a W for the spring semester is **Tuesday, April 3, 2018 at 5:00 pm**. After the cut-off date a student may only receive an A–F grade. The instructor cannot give you a W grade.

Due to the competencies and skill levels required for graphic communications classes, a D+, D, D- or F grade will not be accepted as completion for a prerequisite of a higher level GRC class.

Projects

Your project must be uploaded and ready for critique by 11:59pm on the specified due date. A late project will have 10% of it's overall points deducted and an additional 10% deduction for each class session after final critique that the project is handed in. *All projects assigned must be completed to receive a passing grade in the class.* All late work must be turned in by **Thursday, May 10, 2018**. Projects will be graded based on the following criteria:

- Preliminary work = **20%**
- Design and creativity = **35%**
- Technical use of software = **30%**
- Presentations and participation = **15%**

Critiques

In order to maximize instructional contact hours and student learning, project critiquing will take place entirely online in the GRC 275 class forum. Project websites will be posted online by the beginning of class on their due date, both for preliminary and final critiques. Students will have one week following the assignment due date to post critiques. Every student is required to post feedback for every other student and must post at least one comment on how another student's project is successful and one comment on how could be improved. All in class critique rules apply. Keep your comments respectful, both in class and online, as your instructor has no patience or desire to police flame wars.

When presenting your work in front of the class or online, introduce yourself, describe what you are presenting and define how it solves the project. Please make sure that your posted work is of high quality, and able to be critiqued. You are required to use a graphics software to create preliminary work. This will give your instructor and your fellow students a greater ability to see your intended color scheme, layout, and typography and allow us to provide proper feedback. Since students have

one full calendar week to leave feedback on their fellow students' projects, there is no excuse for missing critique. If you miss a critique, you will not only miss getting feedback on your work, but you will also deprive your fellow students of your advice and encouragement.

Final critiques will take place on the class discussion forum. Students have one week from the date the project is due to post critiques of their fellow student's work.

Audits/Withdrawals/Incompletes

Students may change from a letter grade to an Audit (AD) prior to the cut-off date of **Tuesday, April 3, 2018**. Students receive no passing grade or credit but can remain in the class.

Students may withdraw (W) themselves from classes prior to the cut-off date of **Tuesday, April 3, 2018**. Students receive no passing grade or credit.

After the deadline, a student may only receive an A–F letter grade.

If you are considering withdrawing from the class please talk to me before you do. I want you to succeed in this class and may be able to work with you to accomplish this. If you intend to retake the class, consider an Audit instead of withdrawing from the class.

A temporary grade of Incomplete (I) may be granted if the student is performing passing work, and there are extenuating circumstances (beyond the student's control) that prevent you from completing the course work. This allows you one semester to complete the remaining work. Incomplete grades will not be issued unless the reason is very compelling.

Attendance

Attendance is integral to learning, thus roll will be taken at the beginning of each class. Missing more than three classes during the semester is considered excessive and may result in being withdrawn from the class. All students are responsible for projects, discussions and announcements missed due to absence. Please contact the instructor by email or phone prior to any planned absences so information can be discussed and alternate arrangements made.

There may be times when a student is unavoidably late for class and those instances are acceptable within reason. If a student has a conflict between this class and another class or a job, please bring this to the instructor's attention immediately and other arrangements will be made. It is the student's responsibility to make sure the instructor has marked the student present if he or she has arrived late. Constant tardiness is also unacceptable, **students arriving late for class will lose 3 points for every late arrival after the third recorded instance of arriving late.** *Please* **make every effort to arrive at least five minutes before the scheduled start time of the class.**

Computers

All GRC lab computers require the student's TMCC user name and password to access. Please be sure to have this information ready (or updated) by the beginning of the second class of the semester so required work can be completed.

Even with the latest operating systems, cross-platform issues and problems still exist. If you will be using a Windows-based computer make sure that computer has at least Windows 10 and the current Photoshop and Dreamweaver software versions for Windows to help minimize potential conflicts.

If you own an Apple computer, it should be set up similar to the computers in the classroom with Mac OS X (10.13) and the current Photoshop and Dreamweaver software versions for the Mac.
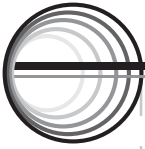
During the Spring 2018 semester we will be we will be using Photoshop CC 2017 and Dreamweaver CC 2017. All of these applications are available at substantial discounts for students via a student Adobe Creative Cloud subscription.

Fonts can create problems when moving files from one computer to another. The GRC computers are loaded with over 500 Adobe OpenType fonts, as well as Mac OS X system fonts. The best way to have your computer fonts match the fonts in the GRC labs is to purchase the 400 font "Adobe Type Classics for Learning" package, or the 500 font "Adobe Font Folio Education Essentials" package available online or at the UNR Bookstore. Students can also use their own fonts, but these must be stored and transported on the student's drive, there will be a demonstration on how to load and use your fonts on the GRC lab computers.

The GRC program strongly recommends the use of an external hard drive for all computer-based GRC classes. Good 250 GB drives are available for less than $35. In addition to a portable hard drive or USB flash drive, students can also use cloud based storage such as Dropbox or Google Docs to conveniently move files around.

USB-based Flash drives are great for transporting files only, never work directly off of a flash drive, always copy files from a flash drive to the computer's hard drive to work on those files. At the end of class or open lab, students need to remember to copy their revised files back on the flash drive so they have the latest updates of their work.

Students must also shut down computers when the class is finished for the day. For the Spring 2018 semester, all computers are equipped with Deep Freeze reboot restoration software. That means that any files saved to your computer and not copied to your portable media drive **will be erased** when your computer is shut down. Please make sure all your files are on your media drive before shutting down the computer.

Class Website *http://www.grc275.com/*

This site makes class materials, along with additional references and resources, available to students at all times. Please use the class web site first if you are missing information.

Distractions/Disruptions

Turn off and stow away all hand-held devices before class starts. No chatting (electronic or physical), texting, posting to social media, checking of e-mail, web surfing, or working on assignments from other classes. The classroom is a learning environment, thus, you are expected to behave accordingly. The first occurrence will result in a verbal reminder, a second occurrence will result in being dismissed from class for the day and you will be marked absent. Repeated occurrences will result in a referral to the Associate Dean of Students. The only exception is if a situation exists where someone must keep in contact with family, work, or other individuals due to an emergency situation. **Please inform the instructor of any such situations before the start of class**.

Evaluations

When Instructor Course Evaluations become available, you will receive an invitation in your TMCC email with a link to complete the evaluation. You can also complete the evaluations through your Canvas course. Please be sure you keep your contact information in MyTMCC up to date so that we can contact you. Your response is kept confidential. Your responses are used to improve teaching methods and to improve all TMCC course offerings. Please provide honest, concise, and constructive comments.
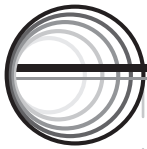
Academic Dishonesty

Academic dishonesty is against the standards set forth by Truckee Meadows Community College and Nevada System of Higher Education. Academic dishonesty is defined as: cheating, plagiarism or otherwise obtaining grades under false pretenses. Plagiarism is defined as submitting the language, ideas, thoughts or work of another as one's own; or assisting in the act of plagiarism by allowing one's work to be used in this fashion. Cheating is defined as (1) obtaining or providing unauthorized information during an examination through verbal, visual or unauthorized use of books, notes, text and other materials; (2) obtaining or providing information concerning all or part of an examination prior to that examination; (3) taking an examination for another student, or arranging for another person to take an exam in one's place; (4) altering or changing test answers after submittal for grading, grades after grades have been awarded, or other academic records once these are official.

Disciplinary procedures for incidents of academic dishonesty may involve both academic action and administrative action for behavior against the campus regulations for student conduct. The procedures involve the determination by the faculty member pursuing concerns over alleged cheating or plagiarism as to whether administrative action is warranted, in addition to making a determination as to any academic consequence. Academic action may include: (1) cancelling the student's enrollment in the class without a grade; (2) filing a final grade of "F"; (3) awarding a failing mark on the test or paper in question; (4) requiring the student to retake the test or resubmit the paper. See Appendix L in the TMCC College Catalog, "Rules and Disciplinary Procedures For Members of the University Community" for further information on disciplinary sanctions.

ADA Statement

Students who have a disability and are in need of an accommodation are encouraged to meet privately with their instructors to discuss their specific needs and must contact the Disability Resource Center (DRC) at 775-673-7277 in RDMT 122 to establish documentation of a disability and to coordinate reasonable accommodations.

Academic Assistance

The Graphic Communications department offers open computer labs with instructional aides to assist students. Open computer lab dates and times are posted on the class web site, in the classrooms and their adjoining halls. Dates and times will be posted by the end of the first week of the semester. The department does not offer individual tutoring.

TMCC offers a variety of academic assistance programs. The Tutoring and Learning Center (TLC) is open in the TMCC Library. TLC gives tips on how to write essays, reports and research papers. Call 775-674-7517 or visit http://www.tmcc.edu/tutoring to make an appointment or get a schedule.

There is also a general access computer lab in Sierra 109. Note this lab does not have the required graphics software. The lab does have Microsoft Office business software, Internet access and free student email accounts. General access lab dates and times are posted outside SIERRA 109.

Gateway Courses Completion Statement

Students who complete their college-level math and English courses early have much higher graduation rates, and your success is our priority. The Board of Regents for all Nevada colleges and universities requires students to complete their college-level English and math courses within their first year of school. If you have declared that you want to earn a degree or certificate, you will need to continue to enroll in English and math until you complete the college-level classes required for your academic program. Please contact Academic Advisement at 775-673-7062 for more information.
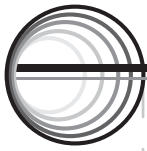
COURSE CALENDAR SPRING 2018

If for any unforeseen reason we are unable to meet, course material will be held during the next class.

Tuesday 1/23 — **Assign Project 1.** Introduction, Orientation, Web Design Creative Process Review, Dreamweaver Review, FTP Review, HTML/CSS Review.

Thursday 1/25 — HTML/CSS Review, CSS Page Layout Techniques.

Tuesday 1/30 — CSS Page Layout Techniques, CSS List Based Navigation and Layout, Responsive Design.

Thursday 2/1 — CSS Page Layout Techniques, CSS List Based Navigation and Layout, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Tuesday 2/6 — CSS Page Layout Techniques, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Thursday 2/8 — **Project 1 Preliminary Work Due Online.** CSS Page Layout Techniques, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Tuesday 2/13 — CSS Page Layout Techniques, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Thursday 2/15 — **Project 1 Preliminary Work Critiques Due, Assign Project 2.** CSS Page Layout Techniques, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Tuesday 2/20 — CSS Page Layout Techniques, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Thursday 2/22 — CSS Page Layout Techniques, Responsive Design, Designing for Touch, Image Sprites, CSS Effects.

Tuesday 2/27 — Forms, E-Commerce Principles, Shopping Carts, Shopping Cart Installation.

Thursday 3/1 — *Open Lab.*

Friday 3/2 — **Project 1 Due Online.**

Tuesday 3/6 — **Project 1 Files Due in Class.** Forms, E-Commerce Principles, Shopping Carts, Shopping Cart Installation.

Thursday 3/8 — Forms, Shopping Carts, Shopping Cart Installation.

Tuesday 3/13 — **Project 2 Preliminary Work Due Online.** Forms, Shopping Carts, Shopping Cart Installation.

Thursday 3/15 — Forms, Shopping Carts, Shopping Cart Installation.

Tuesday 3/20 — *No Class: Spring Break!* **Project 2 Preliminary Work Critiques Due**

Thursday 3/22 — *No Class: Spring Break!*

Tuesday 3/27 — **Assign Project 3.** Search Engine Optimization, Analytics, Web Accessibility Standards, User Testing.

Thursday 3/29 — *Open Lab.*

Friday 3/30 — **Project 2 Due Online.**

Tuesday 4/3 — **Project 2 Files Due in Class.** Web Usability and Navigation.

Thursday 4/5 — Web Usability and Navigation and How it Relates to Target Audience.

Tuesday 4/10 — jQuery Interactivity and Animation, Single Page Scrolling Websites.

Thursday 4/12 — jQuery Interactivity and Animation, Single Page Scrolling Websites, Parallax Scrolling.

Tuesday 4/17 — **Project 3 Preliminary Work Due Online.** jQuery Interactivity and Animation, Single Page Scrolling Websites, Parallax Scrolling, jQuery User Interface.

Thursday 4/19 — jQuery Interactivity and Animation, Parallax Scrolling, jQuery User Interface.

Tuesday 4/24 — **Project 3 Preliminary Work Critiques Due.** Domain Names, Robots.txt, Cutstom Error Pages, Guiding Users and Domains Around Your Site.

Thursday 4/26 — Preparing Your Code and Design for Dynamic, CMS Based, Websites.

Tuesday 5/1 — Hosting, Analytics.

Thursday 5/3 — Client Relations, Billing.

Tuesday 5/8 — Wrap up. Where is web design going?

Thursday 5/10 — **Project 3 Files Due in Class.** *Pizza and Drinks!* *Open Lab.*

Friday 5/11 — **Project 3 Due Online.**