**Kanbar College of Design, Engineering and Commerce**

**Bachelor of Science in Graphic Design Communication, Interactive Design & Media**

**DIGD 307 / IDD 625 Advanced Web Design & Strategy Syllabus**
Credits: 3 Course Type: Studio
Term: Fall 2014
Class Schedule: Mondays, Wednesdays 6:30pm-9:15pm
Class Location: Hayward Hall Room 108
Prerequisites: DIGD-206 or GRAPH-310 or ANIM-202

**Instructor Information**
Name: Wright B. Señeres
Office Hours: Mondays 9:15pm-10:00pm
Hayward Hall Room 108 or By Appointment
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**Course Description**
This course exposes students to conceptual and technical aspects of Web design. Information architecture, semiotics, storyboarding and site management are taught; in addition to learning technical skills in Web production software and HTML. Additional areas of focus include typography, color theory, composition and motion graphics for the Web. The final project requires the publication of a Web site that pushes the boundaries of traditional interactive media.

**Course Objectives**
The objective of this course is to develop an advanced, comprehensive understanding of HTML and CSS, mobile-first, responsive web design techniques, and user experience solutions for web design.

**Credit Hour**
A credit hour is a measure of the amount of work represented in intended learning outcomes and verified by evidence of student achievement. A credit hour is an institutionally established equivalency that reasonably approximates not less than: (1) one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately 15 weeks for one semester hour of credit of the equivalent amount of work over a different amount of time; or (2) at least an equivalent amount of work for other academic activities such as laboratory work, studio work, internships, or academic work leading to the award of credit hours. For studio and laboratory courses, the conventional suggestion is two hours of instruction and at least four hours of work outside of class each week for approximately 15 weeks represent one hour of credit.

**Course Content**
Principles of user experience design for websites
Intermediate and advanced HTML and CSS
Mobile-first, responsive web design techniques and strategies
Industry standard web production methods and best workflow practices

**Learning Outcomes**
Upon completion of this course, students will be able to:

- Identify user requirements and generate web design workflow deliverables
- Apply user experience design principles to website design
- Create valid, well-structured, semantic, responsive HTML and CSS
- Apply introductory knowledge of JavaScript and jQuery to website design
- Produce preliminary working design prototype/solutions
- Incorporate design critiques into viable changes in design
- Construct fully coded, functional, usable websites

**Text and Resources**
There is no required textbook for this course. However, *HTML & CSS* by Jon Duckett (2011, ISBN-10: 1118008189, ISBN-13: 978-1118008188) is strongly recommended. A list of other recommended books and resources will be provided by the instructor.

Videos (instructor-produced and others) will be utilized for the course, as well as readings and other multimedia assigned from a variety of sources.

Online Resources: We will use the team communication platform Slack (slack.com) for discussions, weekly assignments, in-class activity file-sharing, announcements, and other relevant information, etc. An invitation to join the Slack "team" for the course will be sent to you at or before the first class meeting. The Slack site for this course is at https://digd30714fl.slack.com/ (account sign-in required for entry). This syllabus will also be available on the official Blackboard site for this course. This course will also use Prezi, YouTube, and other resources as needed.

**Supplies**
A USB flash drive (a minimum of 2GB), external hard drive, and/or cloud storage resource (like Dropbox or Google Drive, etc.) is recommended. A daily backup of your work on an external hard drive, CD/DVD, and/or cloud service in case of natural disaster, theft or loss is also highly recommended. The session folders on each machine are erased frequently, this is not recommended as a backup option. A notebook or sketchbook is also recommended, especially during the initial wireframing process.

**Class Procedure**
Classes will meet twice per week for 2 hour, 45 minute sessions. In an effort to provide you with more autonomy in your learning process, the class procedure will incorporate a flipped/hybrid/blended learning approach. You will be assigned a variety of materials to read and videos/podcasts to watch/listen to on your own every week before class, with quizzes assigned randomly to evaluate your

understanding of the out-of-class material. Our class time will then be devoted to completing your understanding of the concepts from the weekly assignments and advancing your project work during studio time. Class sessions will largely consist of:

- Active retrieval, application, and extension of concepts through in-class activities
- Studio work on final projects, with incorporation of new concepts
- Fun!

A guest speaker and/or class field trip is tentatively scheduled for later in the semester, more details will be provided when finalized. Please note that the course schedule (see below) is subject to change.

**Projects**

Project #1 - Local service or product website design

Create a design solution for a local service or product, including digital documentation of personas, user tasks and flow, wireframes, mood boards, visual comps or prototypes, UI elements, and mobile-first, responsive HTML code. Use of JavaScript, jQuery, etc. is highly encouraged. Additional spec sheets and design parameter documents will be distributed by the instructor as needed. Multiple evaluations will take place during the semester, including a final presentation/critique.

Project #2 – Responsive redesign of existing website

Take existing code/website you have designed and update it as a mobile-first, responsive web design. Additional spec sheets and design parameter documents will be distributed by the instructor as needed. Multiple evaluations will take place during the semester, including a final presentation/critique.

**Grades**

Grading judgment will be based on the student's abilities to fulfill the course objectives and by the manner in which this was done. All class projects will be critiqued and graded in relation to concept, aesthetic and technical skills. More information on grades and grade point average can be found in the University catalog (Academic Policies and Procedures). Grading rubrics and more information for all projects and class activities will be provided by the instructor during the semester.

Grade Breakdown

| | |
|---|---|
| Project #1 - Local product or service website | **1/3 of grade** |
| Project #2 - Mobile-first, responsive redesign of website | **1/3 of grade** |
| In-Class Activities and Quizzes | **1/3 of grade** |

The following definitions are applied to appropriate letter grades:

A = excellent performance, well above expected achievement
B = good performance above expected achievement
C = expected achievement
D = poor or below expected achievement
F = failure

Following is a list of letter grades and their equivalent percent grade:

| Superior | Above Average | Average | Below Average | Failing |
|---|---|---|---|---|
| A = 4.00<br>A- = 3.67<br>B+ = 3.33 | B = 3.00<br>B- = 2.67<br>C+ = 2.33 | C = 2.00<br>C- = 1.67<br>D+ = 1.33 | D = 1.00 | F = 0.00 |

**Course Schedule**

Week 1: Mon Aug 25 Course introduction, review web design workflow
Learning outcome: Identify user requirements and generate web design workflow deliverables

Week 1: Wed Aug 27 Review foundations HTML and CSS
Learning outcomes: Review and write HTML markup for attributes and elements, page titles, paragraphs, headings, lists, images, tables, and forms. Review and write CSS selectors, properties, values, colors, text size and shape, margins and padding, and borders.

Week 2: Mon Sept 1 (Labor Day, no class)

Week 2: Wed Sept 3 Intermediate HTML
Week 3: Mon Sept 8 Intermediate HTML
Learning outcome: Write HTML markup for  and , special text (abbreviation, quotations, code, addresses, definitions, bi-directional, editorial), <meta>, table rowspan and colspan, lists, semantic structuring.

Week 3: Wed Sept 10 Intermediate CSS
Week 4: Mon Sept 15 Intermediate CSS
Week 4: Wed Sept 17 Intermediate CSS
Learning outcome: Write CSS for class and ID selectors, grouping and nesting, pseudo classes, shorthand, background images, specificity, the display property, pseudo elements, page layout/ positioning.

Week 5: Mon Sept 22 Advanced HTML
Week 5: Wed Sept 24 Advanced HTML
Week 6: Mon Sept 29 Advanced HTML
Week 6: Wed Oct 1 Advanced HTML
Learning outcome: Write HTML markup for special text (time, mark, presentation), conditional comments, tables (columns, headers, footers), links (accessibility), forms (accessibility, input types, attributes, data lists), embedded content (video and audio).

Week 7: Mon Oct 6 Advanced CSS
Week 7: Wed Oct 8 Advanced CSS
Week 8: Mon Oct 13 Advanced CSS
Week 8: Wed Oct 15 Advanced CSS
Learning outcome: Write CSS for rounded corners, shadows, universal/child/adjacent selectors, advanced colors, at-rules, transitions (motion graphics), backgrounds (multiple, size, origin), transforms, gradients.

Week 9: Mon Oct 20 Principles of UX (the fold, accessibility, minification/loading speed, optimization, design for multiple devices, analytics)
Week 9: Wed Oct 22 Principles of UX (color theory and composition, typography)
Learning outcome: Apply user experience design principles to website design.

Week 10: Mon Oct 27 Responsive web design (grids and media queries)
Week 10: Wed Oct 29 Responsive web design (retrofitting)
Week 11: Mon Nov 3 Responsive web design (mobile-first)
Week 11: Wed Nov 5 Responsive web design (multiple devices)
Learning outcome: Write HTML and CSS for mobile-first, responsive designs.

Week 12: Mon Nov 10 Semiotics and storyboarding
Week 12: Wed Nov 12 Storyboarding
Learning outcomes: Apply introductory understanding of semiotics to website design. Practice storyboarding and reflect on results/compare with personal design process.

Week 13: Mon Nov 17 Introduction to JavaScript
Week 13: Wed Nov 19 Introduction to JavaScript
Learning outcome: Recognize basic JavaScript functions and variables, utilize pre-written scripts in website designs.

Week 14: Mon Nov 24 Introduction to jQuery
Learning outcome: Experiment with and utilize jQuery plugins in website designs.

Week 14: Wed Nov 26 (Thanksgiving recess, no class)

Week 15: Mon Dec 1 Studio time/TBA
Week 15: Wed Dec 3 Studio time/TBA

Reading week (Date TBA) Final presentations/critiques

Fri Dec 19 Grades due/available to students

**Academic Integrity**

Academic Integrity and honesty is the foundation of the Philadelphia University teaching, learning, and professional community. Anyone who is a part of this community who knowingly or unknowingly breaks the rules of academic integrity as defined by the Philadelphia University community commits an offense against all members of this group. In order for all to know and understand the standards that define academic integrity at Philadelphia University, the following policy has been developed and ratified by students, faculty, and staff. These policies pertain equally to all courses regardless of the method of delivery. Thus, they pertain to courses delivered fully or partially online as much as to courses delivered in-person.

Academic integrity is a policy about ethical behavior at Philadelphia University regarding one's intentions, decisions, and actions while conducting academic work. It includes values such as avoidance of the following: cheating; plagiarism; copying; the fabrication of information; and facilitating, or denying others access to information. It expects honesty and rigor in research, coursework, writing and publishing. Academic Integrity is taken seriously in this course. Any student violating the University's academic integrity policy will be subject to appropriate sanctions. The University's complete academic integrity policy is available in the 2014-15 Academic Catalog:

http://www.philau.edu/catalog/UniversityAcadPolicyProcedures/UgradStudentAcademicPandP/index.html#AcadInt
and
http://www.philau.edu/catalog/UniversityAcadPolicyProcedures/GradStudentAcademicPandP/index.html#AcadInt.

Academic resources, including information on citation and documentation for all written work, projects, and presentations, are also available on the Learning and Advising Center's website: http://www.philau.edu/learning/writingguidelines.html.

**Classroom Rules & Personal Conduct**

It is the instructor's intent and policy to provide a safe and healthy environment for learning, personal growth, and fun (yes, fun!) in the classroom. The well being of the classroom depends greatly on the judgment and considerate behavior of everyone in it. Critiques must always be kept constructive. Mobile phones should be kept silent. The University's complete conduct policy is available in the 2014-15 Academic Catalog and University's Student Handbook.

**Attendance/Lateness**

In accordance with University policy, students are expected to attend class every day with all relevant required course materials and work. If you are absent from class, contact your faculty as soon as possible, preferably before the next class meeting. Students remain responsible for any missed work, for work completed in class, and for work due and must arrange for that work to be delivered to the faculty on time.

Serious illness, family emergencies, or other crises mean that students should contact the Dean of Students Office as soon as possible at (215) 951-2740 and follow up with a direct explanation to the faculty. Students are responsible for all work related to this class; however, faculty may (but are not required to) make some accommodation in terms of time of delivery and/or make-up exams for major tests. Please consult with your faculty and your academic advisor to determine whether you should withdraw from the course or request an incomplete grade in the case of serious illness or

crises.

The University respects students' rights to observe religious holidays. Students planning to be absent from a class due to religious observance shall notify the faculty during the first week of classes, if possible. Absence from classes or examinations for religious reasons does not relieve students from responsibility for any part of the course work required during the period of absence. Professors shall work with students to ensure they have a reasonable opportunity to make up missed classes and assignments.

**If you miss three classes, your grade will be dropped a full letter grade. More than four unexcused absences will result in a final grade of FAIL and a recommendation to drop the course.**

**Inclement Weather Policy**

If classes are canceled due to inclement weather, students are responsible for checking their university email and/or Blackboard for information from their faculty advising them of any immediate impact on the students' preparation for the next class meeting. In order to address any missed learning due to cancellation of class sessions, faculty members have several options including:

1. Holding class through electronic means by emailing the students or posting to Blackboard class lessons, discussion forums and/or additional assignments related to class content;
2. Holding class at a rescheduled time acceptable to all class members. If there are students who are unable to attend a rescheduled class, the faculty should make reasonable accommodations for the student(s) to make up the work.
3. Holding class through synchronous online means.

**Collection of Student Work**

Philadelphia University is committed to providing excellent and innovative educational opportunities to its students. To help us maintain quality academic offerings and to conform to institutional and professional accreditation requirements where relevant, the University and its programs regularly examine the effectiveness of the curricula, teaching, services, and programs the University provides. As Philadelphia University sees appropriate, it may retain representative examples or copies of student work from all courses. This might include papers, exams, creative works, or portfolios developed and submitted in courses or to satisfy the requirements for degree programs as well as surveys, focus group information, and reflective exercises.

**Electronic Resources**

Blackboard and Slack.com will be used as the primary electronic resources for this course. (See "Text and Resources" above.)

**Gutman Library** (www.philau.edu/library)

Gutman Library is a gateway to a variety of information resources. The homepage of the library provides 24/7 access to online databases of articles, e-journal collections, e-books, and specialized information to support your coursework. See a list of Research Guides for specific programs and courses at http://libguides.philau.edu/start. The library building is wireless, has 80 available work-stations (PCs and Macs), printers, scanners, and copiers; as well as individual and group study spaces.

**The Learning and Advising Center**
The Learning and Advising Center provides one-on-one tutoring assistance for writing, study strategies, test taking, and specific Philadelphia University courses. To make a tutoring appointment, students should stop by the Learning and Advising Center in Haggar Hall or call (215) 951-2799. Academic resources, including information on citation and documentation, note taking, and study strategies are available on the Center's website.

**Technology Resources** (http://www.philau.edu/OIT/)
The campus is wireless. If you need a computer, Gutman Library and Search Hall have open access computers. For assistance with technology issues, students should contact the Technology Help Desk at (215) 951-4648 or send an email to helpdesk@philau.edu.

**Program Director**
If for any reason you need advisement from the program director, feel free to e-mail Neil Harner at harnern@philau.edu or call his office at (215) 951-2913.

**Emergency**
In the event of an emergency call PhilaU Security at 2999.