

S Y L L A B U S
THE AMERICAN UNIVERSITY OF ROME
Department of Communication and English

The learning goals for students pursuing a degree in Communication are meant to develop and enhance their writing skills, whether expository, reflective or analytical; or journalistic; or creative. The program also aims to develop students' conceptual analysis skills and critical thinking; and train them in the use of the appropriate/required tools and technology related to the field of Communication, in selected courses. The Communication degree program also offers students the opportunity to benefit from the Rome location, and prepares them to work and operate successfully in a global environment characterized by diversity and intercultural understanding and respect.

Course Title: Web Graphics, Coding, and Site Design

Course Number: COM319

Period: Fall 2011

Credits: Three hours.

Professor: Kristen Palana
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Time: Tuesdays and Thursdays 2:05-3:30PM

Office hours: By appointment. My office is located on the first floor of the Carini Building near the Multimedia Lab.

Course Description:

This course will introduce beginners to the art of creating interesting, intelligent, usable, and well designed web sites. Students will learn the tools and techniques for creating well developed content, aesthetically pleasing design, user-friendly navigation and site organization, and good site functionality. By the end of the semester students will have created and be able to maintain a fully functioning personal, club/group, or business oriented website.

Prerequisite: COM215 or COM241 (-or relevant demonstration of computer literacy/experience working with computer imagery.)

Course Learning Objectives:

In this course students will:

1. Understand the history and implications of the Internet.
2. Be able to create web pages using XHTML and CSS code.
3. Be able to create web pages using the software program Macromedia Dreamweaver.
4. Learn the aesthetics of web design, interface design, user friendly features, and navigation strategies.
5. Be able to upload to and download from the Internet.
6. Be introduced to dynamic web features such as sound, video, interactive features, forms, and animation.

7. Create an in depth personal website that includes a resume, contact information, and portfolio of work (if applicable). Students will be prepared by the end of the semester to begin entry-level or internship-level work in the field of Web Design.

Course Learning Activities:

* Project 1 – Personal Web Page, Training Wheels ON.

This is the creation of a website in it's most basic form using only XHTML code. Emphasis right now should be on functionality. There should be text, image(s), and working links to other pages and class projects. CLO: 1, 2, & 4.

* Project 2 – Interactive Story or Tutorial

Students will choose to create either an interactive web story or a tutorial that teaches the user how to do something without the student having to be there. There must be a minimum of 4 pages. CLO: 1, 3, 4, 5, & 6.

* Project 3 – "The Ugly Duckling " –A Personal Website Makeover.

Students will redesign and rethink their existing personal website. This is an offline project on paper. Due in class will be:

1. A list of categories for the site. (home, resume, portfolio, etc...) If students want an all-inclusive portfolio page, it should have its own category list (paintings, drawings, photos, etc...)
 2. A navigation chart for entire site
 3. Interface designs (colors, fonts, themes, style) for the home page and at least one secondary page such as resume or portfolio.
- CLO: 1 & 4.

* Project 4 – Le Portfolio

Students will create a new and improved Home Page and Portfolio with at least one gallery in it functioning. This will be part of their personal website and should follow the design and look determined by Project 3.
CLO: 3, 4, & 5.

*Final Project – Personal Website, Training Wheels OFF. This is the finished site. Everything should be working, there should be sufficient content, it's easy to navigate, and it looks good. CLO: 1-7.

Assessment Tools

Students will be assessed by the following:

Projects (detailed above) that will increase knowledge of communicating visually as well as develop technical computer skills, and the final project.

Overall class participation, creativity, exploration of concepts and ideas, technical proficiency, professional presentation of projects, and participation in class critiques are other means of assessment. Students are expected to be able to articulate what elements are successful and/or what improvements could be made in their projects as well as their classmates' projects during class critiques.

Grade tabulation:

All projects will be rubric graded.

Project 1:	10%
Project 2:	10%

Project 3:	10%
Project 4:	15%
Quizzes:	20%
Final Project:	25%
Homework and Class Participation:	10%

AUR grade values

94 – 100 points	=	A	“Excellent”
90 – 93.99 pts	=	A-	
87 – 89.99	=	B+	
83 – 86.99	=	B	“Good”
80 – 82.99	=	B-	
77 – 79.99	=	C+	
73 – 76.99	=	C	“Satisfactory”
70 – 72.99	=	C-	“Less than Satisfactory”
60 – 69.99	=	D	“Poor”
59.99 – 0	=	F	“Failing”

Grade Dispute Policy:

Please note that grades are given according to AUR Grade Values. This means average projects will receive a C, good projects a B, excellent projects an A, etc. The reasons for each grade will be spelled out clearly in project rubrics and on corrected quizzes. If students do feel that they were given an incorrect grade, please address the issue with me personally after class in a respectful way. More often than not students are given the highest grade possible for the quality of work submitted and grade disputes are not encouraged unless a glaring discrepancy was made. **Please also note that the final grade for the semester also includes scores for overall participation, attendance, and punctuality.**

Course textbooks:

Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics; 3ed ed. -By: Robbins, Jennifer Niederst. O'Reilly Media, c2007

All other reading materials are in the form of hand-outs in class.

Suggested texts:

Web Design in a Nutshell. 3rd Rev. Ed. By Jennifer Neiderst. O'Reilly Media. 2006.

Any book specifically for the ins and outs of Adobe Dreamweaver.

Additional Costs: The lab fee for this course (75 Euros per student) is used for the maintenance of the Multimedia Lab and production equipment.

Courtesy Policy:

Compared to similar design/studio courses, our time slot is incredibly short at only 1 hour and 25 minutes per session. Please try to keep distractions and late arrival to an absolute minimum. Make sure your cell phone is turned off. If you have an emergency situation that requires your phone to be on, please speak with me first. Ringing cell phones, late arrival, leaving early, and walking in and out of class while class is in

session is disrespectful to your Professor and to your fellow classmates and will result in the lowering of your Class Participation Grade and Overall Grade.

AUR Attendance Policy:

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

Minimum Attendance Requirement

Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

Absences

- **Students will not be penalized for three absences from class.**

If further absences are recorded, grade penalties will be applied according to the instructor's specific attendance policy, as stated in the syllabus. If the instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement.

Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

Kristen Palana's Specific Attendance Policy:

Any student with more than three absences will get two points off their final grade for every absence beyond three. **Please note that each two lates count as one absence.**

No make-up exams or quizzes will be given without a documented medical excuse. Incomplete grades are not given.

Attendance is taken at the start of each class. Late arrival will be marked as such. If a student is more than a half hour late to class they will be marked as absent.

If You Miss Class:

Please use the class contact sheet (given out after the add/drop period) to email or phone a classmate who can lend you their notes and help you get back on track. In this course it is important to stay on top of material since so much is covered. *Please do not email your professor for a briefing on what you missed, as it's not possible to sum up an entire a short email. After you have made an effort to contact a classmate and catch up, your professor will be happy to give you individual help by appointment.

AUR Academic Integrity Code & Policy against Plagiarism

"Integrity is fundamental to the academic enterprise. It is violated by such acts as borrowing or purchasing assignments, including but not limited to term papers, essays, and reports; lending to or producing assignments for others (either for or without payment); using concealed notes or crib sheets during examinations, copying

the work of others and submitting it as one's own; and otherwise misappropriating the knowledge of others. Such acts are both dishonest and deceptive: the work submitted to instructors is not the work of the person whose name it bears. In consequence, the sources from which one derives one's ideas, statements, terms, and facts, including internet sources, must be fully and specifically acknowledged in the appropriate form. Failure to do so, intentionally or unintentionally, constitutes plagiarism." -- AUR Student Handbook, 2006/2007, p. 15.

Suggestions:

Back-up all work in progress. I recommend saving your projects under different names literally every time you make a change. It just takes one quick click...and could save you hours (if not days) of frustration. Always back-up everything!

Expect the unexpected. If you have an assignment due on Thursday, try to get it done a few days before. That way, if and when you are having technical problems, you will have some extra time to fix mistakes and troubleshoot. Remember: It is always better to show what you are working on than to show nothing at all. We can try to solve the problem in class if necessary.

COURSE OUTLINE

*This outline is subject to change. Tentative: Guest speaker or field trip. TBD.

Schedule

Week 1: Introductions:

Days 1 and 2: History of the Internet, Introduce class website, Examination of sample sites (good and bad and what is possible), Introduction to XHTML, Discuss the programs and get student information for Web FTP accounts.

In Class Assignment: Begin to create first, simple web page using XHTML code and image using a text editor.

For Next Week: Get required book.

Week 2: More fun with XHTML and Intro to CSS:

Days 1 and 2: Colors, text, sizes, fonts, images and background tiling. Linking. Beginner's aesthetics: Do's and Don'ts, Mail links, Image placement. Uploading.

In Class Assignment/Homework: Work on Project #1. Using Dreamweaver, put your page(s) online.

For Next Week: TBD

Week 3: Uploading and Working with Images:

Days 1 and 2: GIFs and JPEG's, Optimizing images in Photoshop, web palette, Transparencies. Animated GIFs.

In Class Assignment: Work with images, experiment with transparencies, and work on Project #1. Try a simple animated GIF

For Next Week: Project 1 will be due.

Week 4:

Day 1: Project #1 Due. Project #1 critique. Organizing navigational flow. Using Web Design Software: Introduction to Dreamweaver. Windows and tools. Introduce Project #2.

Day 2: In Class Assignment/ Homework: Recreate pages using a WYSIWYG editor

(Dreamweaver)

For Next Week: Create brief storyboard and flowchart for Project #2.

Week 5: Tables and DIVS

Days 1 and 2: Tables and DIVS lesson. In Class Assignment/ Homework: Work on placing images in tables with text. Upload using Dreamweaver. Work on Project #2.

For Next Week: TBD

Week 6: Sound and Audio

Days 1 and 2: Sound on the Web

In Class Assignment/ Homework: Experiment with adding sound to your pages.

Continue to work on Project #2.

For Next Week: Continue to work on Project #2.

Week 7:

Day 1: Project #2 Due. Project #2 Critique.

Day 2: Information design, Interface design. Knowing your audience. Ingredients of a good web site. Introduction to Project 3. Brainstorming exercises for personal website. In Class Assignment/ Homework: Start working on rough-draft versions of category lists, navigation chart, and design ideas for Project #3. Be ready to show and discuss next class.

For Next Week: TBD

Week 8: Makin' It All Look Better

Day 1: Go over ideas and sketches. Examine well-designed sites. Fun with rollovers.

Day 2: Project #3 Due. Project #3 critique.

In Class Assignment/ Homework: Make final drawings, lists, and charts for Project #3.

For Next Week: TBD

Week 9:

Day 1: Introduction to Project #4. Creating Web Photo Galleries. Linking them to your main pages. Strategies. Modifying galleries to fit in with your site in Dreamweaver.

Day 2: Galleries review and work in class on Project #4.

For Next Week: Work on Project #4 according to Project #3 designs.

Week 10 :

Days 1 and 2: Review homework. Work on Project #4 in class. Review of previous topics and individual help.

In Class Assignment/ Homework: Use class time to get your portfolio galleries online and/or redesign other site pages according to your Project #3 designs.

For Next Week: Project 4 will be due.

Week 11:

Day 1: Project #4 Due. Project #4 critique.

Day 2: Introduction to behaviors, more scripts, and advanced rollovers. Final Quiz Review.

In Class Assignment/ Homework: Make a page that uses behaviors and advanced rollovers. Have it link to your site.

For Next Week: Have homework ready to be looked at.

Week 12:

Day 1: Final Quiz

Go over homework. Slicing up images.

Day 2: Sliced up images continued. Advanced rollovers. Discuss the business of freelance web design. Client expectations and annoyances. Discuss working on an already established website. Content Management Systems.

In Class Assignment/ Homework: Work on Final Project.

For Next Week: Make individual appointment for Friday December 5 or Monday, December 15.

Week 13: In Progress Work/ Individual Help

No Class: Work on final project. Each student will be required to fill out an in-progress evaluation of another student's website.

Week 14:

Final Projects Due.

Presentation and Critique

Tuesday, December 13, 2011. Multimedia Lab. 1-3PM.