

Spring 2009 SYLLABUS
subject to change with notice

- Course:** **GRTC 2351 WEB DESIGN**
3 credits. Human/computer interface design issues including web page design, site planning, interface design, and site implementation.
- Instructor:** Ms. Monika Zarzycka
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Email: mzarzycka@uh.edu ; nervedam@yahoo.com
Office: 391- T2
Office Hours: M: 3-5 PM; W: 4-5 PM; or by appointment
Website: www.graphics.tech.uh.edu
- Lecture:** 32092 lec – online
Lab: 32093 lab – W 1-4pm
- Open Lab:** Scheduled with Can Le **email:** chle3@central.uh.edu
- Prerequisite:** GRTC 2350
- Course Goals:** Students completing the course will able to:
- Create and design a web site
 - Understand how to design for the computer medium, user, accessibility, and the screen
 - Be able to plan a well-organized web site
 - Create a site specification and an usable navigation
 - Publish and test their site
 - Understand and build tables
 - Understand and use Cascading Style Sheets (CSS)
 - Understand and apply web interface design principles and guidelines
 - Understand and apply typographic specifications for the web
 - Understand and apply graphics file formats for the web
 - Understand computer color basics
 - Consider ethical ramifications of the web
- Required Textbooks:** Against the Clock, Inc. “Adobe Dreamweaver CS3: The Professional Portfolio” ISBN: 0-9764324-8-x
- Lynch, Patrick and Horton, Sarah. Web Style Guide: Basic Design Principles for Creating Web Sites, 3rd Edition. Yale University Press. ISBN-10: 0300137370.
- Sklar, Joel. “Principles of Web Design.” 4th Edition. Canada: Thomson Course Technology, 2008. ISBN-10: 1423901940.

Recommended Websites: <http://www.joelsklar.com/>
<http://www.w3.org/>
<http://www.w3.org/TR/html4/>
<http://www.w3.org/MarkUp/>
<http://www.w3.org/Style/CSS/>
<http://www.lynda.com/>
<http://nettuts.com/>

Required Tools: To access the instructional materials, you will need access to a computer that has Acrobat Reader and Flash Player installed. You can download Acrobat Reader from www.adobe.com. You can download Flash Player from www.macromedia.com. You can read the instructional resources online or print them. However, you may not print the material using the equipment in the lab.

Course Credit This course is divided into lecture/lab and is governed by the University of Houston policy as well as policies of the accrediting bodies. First, students should understand that each hour of class credit requires three hours per week: one hour in lecture and two hours personal study/homework. Thus, a three-hour course requires nine hours per week: three in class and six on your own. However, lab earns in-class credit at one-third the rate of lecture. Thus, it takes three hours of lab to earn one hour of lecture credit. This course requires you to spend two hours in lecture. For those two hours, you receive two hours of credit. The three hours of lab, counted together, are worth one hour of credit. Thus, you spend five hours per week in a three-hour lecture/lab class. You still own the instructor a total of nine hours per week. Thus, you should spend four hours per week on your own reading, studying, and working on homework. That's the expectation of this course .

Required Digital Storage: You will need to CD-R or Flash drive for backing up and archiving your files. You will be given 1 GB of network storage space on the cot-graphics.tech.uh.edu server. Your account will be deleted at the end of the semester and servers do crash, so it is recommended that you frequently back up your work and make a final CD of your files at the end of the semester.

Grading: Exams 20%
Quizzes 10%
Lab Projects 25%
Portfolio Builder Projects 25%
Final Project: Web Portfolio 15%
Attendance/Participation 5%

Letter Grades:

	A	94-100	A-	90-93	
B+	87-89	B	84-86	B-	80-83

C+ 77-79 C 74-76 C- 70-73
D+ 67-69 D 64-66 D- 60-63

- Exams:** There will be two exams. Exams will be timed and given during specific hours. Questions may be drawn from lecture as well as the text. Exams will not be given to a student who misses an exam. **NO MAKE UP EXAMS! NO EXCEPTIONS!**
- Quizzes:** Weekly quizzes over assigned book chapters will be given on WebCT. Quizzes are given prior the lecture on the specific book chapter(s). Students will be given several days to complete the quiz. Quizzes will be due on each Friday at 11:59 PM, unless otherwise specified. **NO MAKE UP QUIZZES! NO EXCEPTIONS!**
- Lab Projects:** There will be a number of book projects for students to complete, which prepare them to complete portfolio builder projects. Projects are based on real-world scenarios and are designed to familiarize students with web design concepts and tools. **Lab Project will be due a week from assigned date by 8:30PM**, unless otherwise specified.
- Portfolio Builder Projects:** There will be several portfolio builder projects, which build on the book projects. Those projects assess students' skill level and knowledge of a given software program. **Lab Project will be due a week from assigned date by 8:30PM**, unless otherwise specified.
- Web Portfolio:** Students will design and create a web portfolio, showcasing their work. The web portfolio would include projects completed in this course, as well as projects completed in other courses. The web portfolio must include, but is not limited to, resume, work samples, contact information, and a short biography.
- Attendance/Participation:** Regular and punctual attendance is required of each student. Students Regular and punctual attendance is required of each student. **Be on time for labs!** Tardies of more than 10 minutes count as 1/2 an absence. Students can accumulate three unexcused absences (lecture and/or lab). **There will be a grade penalty for all unexcused absences. After three unexcused absences the student will be dropped from the course.** In addition to the University's policy, it is the instructor's decision as to what will constitute an excused absence based on academic and professional growth opportunities outside the class. If there is any question as to the nature of the absence, the student should seek out the instructor prior to the absence. The lab is available at times other than the scheduled periods. It is not to be used in lieu of the normal lab time, but rather in addition to the lab time. In accordance with University policy students will be informed in advance, whenever possible, of any cancelled class meetings and are expected to wait no longer than 15 minutes for an instructor if

there has been no announcement.

Excused Absences are defined as follows:

- Illness with a doctor's note
- Participation in a university function with a note from the advisor
- Death in the family with appropriate documentation

Extra Credit:

Membership in the IGAEA UH students chapter (2 pts to final grade).
Attendance of the IGAEA UH meetings (1 pt to final grade).
Other opportunities will be discussed in class.

Classroom/Lab Policies:

Please adhere to the following classroom rules:

- No cell phone use
- No profanity/ obscenity
- No talking unless the instructor asks a question

Lab Policies:

The use of the Graphic Communication Technology Laboratory is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules.

- Do not use the printer in the lab for anything other than class work.
- Computers are provided for your use. No laptops will be allowed.
- You are able to check out graphic tablets for the time you are in the lab (including open lab) with a proper UH ID.
- No food or drinks will be allowed in the lab. You may leave them on the table in the hallway.
- Before leaving lab each day, you will be responsible for logging off your computer and cleaning the monitor and surrounding area with a paper towel.
- Downloading of any software will be considered theft, which is a violation of the University's Academic-Honesty policy. The Department Chair will be informed of all occurrences of software piracy. Any affected student will be suspended from class until a Departmental Hearing is called.

information. .
See <http://www.uh.edu/dos/hdbk/acad/achonpol.html> for more

Late Assignments:

There is a great deal of work for this course. You can very quickly fall behind. Unless otherwise noted, and assignment will be considered late if not turned on time, on the day it is due. **Late work will not be accepted!**

Missed Classes:

If you are absent on the due date, the assignment will still be late. You must make arrangements to accommodate your absence whether excused or unexcused.

- Expectations:** Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than “B”. Please provide the attention, motivation and effort necessary to reach this grade expectation.
- If you meet the minimum requirements of any assignment, then you have done an average job which will earn you a “C”.** You must do more than the minimum requirements if you want to earn a higher grade.
- In a creative class, some grading criteria are **subjective**. Just remember that professor Zarzycka is your client, and just as in the professional world, you will be expected to meet the approval of the client.
- Minimum effort = minimum grade**
Maximum effort = maximum grade
- Academic Honesty:** Cheating, plagiarism, and any other dishonest conduct will not be tolerated and appropriate action will be taken. Please refer to the student handbook for more information.
- Adds/Drops:** Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.
- Incompletes:** An “incomplete” grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignment. If a student wishes an “incomplete”, he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.
- Classroom Cleanliness:** You will be expected to maintain a clean lab. The instructor will ask for your assistance when appropriate.
- Americans with Disabilities Act:** Any student who may be in need of additional help under the ADA guidelines should contact the instructor directly after the first class meeting.

COURSE SCHEDULE				
Lec Dates	LECTURE TOPIC	BOOK READINGS	Lab Dates	LAB TOPIC/WORK
—		—	01/21	Introduction to the course Orientation
01/23	What is the Web? Process (Stages) of Designing Web Interface	1-49 WSG	01/28	Good and Bad Websites
01/30	Variables in the Web Interface Design Universal Usability	1-23 PWD 51-70 WSG	02/04	Introduction to HTML Introduction to Dreamweaver
02/06	Web Interface Design Principles and Guidelines	31-53 PWD	02/11	Project 1: Moxi Digital Portfolio Portfolio Builder Project 1
02/13	Planning the Site Information Architecture	63-79 PWD 71-94 WSG	02/18	Project 2: Digital Book Chapter Portfolio Builder Project 2
02/20	Interface Design & Navigation Working with Tables	91-113 PWD & 95-103 WSG 119-155 PWD	02/25	Project 3: Brtmore Web Site Portfolio Builder Project 3
02/27	Site Structure Intro. to Cascading Style Sheets (CSS)	121-148 WSG 159-189 PWD	03/04	Project 4: Apple Homes Site Layout Portfolio Builder Project 4
03/06	Midterm	—	03/12	Project 5: Showcase CSS Layout Portfolio Builder Project 5
03/13	Web Interface Typography	205-229 WSG & 187-219 PWD	03/18	SPRING BREAK
03/20	SPRING BREAK	—	03/25	In-Class Assignment
03/27	Web Interface Graphics Web Interface Color	267-295 WSG & 225-241 PWD 296-298 WSG & 241-264 PWD	04/01	Project 6: Apple One Registration Form Portfolio Builder Project 6
04/03	Multimedia Publishing, Testing, Registering, and Maintaining the Web Site	301-312 WSG 79-85 PWD	04/08	Project 7: Animated Baseball Site Portfolio Builder Project 7
04/10	Ethical Considerations Web Interface Designs Do's and Don'ts	—	04/15	Final Project: Web Portfolio
04/17	Accessibility Designing for People with Disability	53-58 PWD & 31, 51-52 154, 169, 202, 252-53, 256, 302, 305-06 WSG	04/22	Final Project: Web Portfolio
TBA	FINAL EXAM			

WSG - Web Style Guide

PWD - Principles of Web Design