



### Course Syllabus

**Class Meetings:** Section A, Thursday, 2:30 - 4:30pm, Rm. 216, 2900 MAIN Bldg.  
The quarter begins on Monday, 1/11/2016 and ends on Saturday, 03/25/2016.

**Session/Year:** Wi16

**Instructor Name:** Dr. Pete Markiewicz

**Email Address:** [pmarkiewicz@aii.edu](mailto:pmarkiewicz@aii.edu)

**Phone:** Comeon, it's the 21st century, dude

**Class website:** <http://www.plyojump.com/courses>

**Office Hours:** Monday, Tuesday, Thursday, Friday, 11:30-12:30 Rm. 216 BY APPOINTMENT ONLY.

**Alternate Email:** [pindiespace@gmail.com](mailto:pindiespace@gmail.com)

**Social Networks:** On Facebook or LinkedIn (preferred) username: "pindiespace" or search on "Pete Markiewicz"

### Web Standards

#### Course Description:

An investigation into the importance of adhering to web standards and following accessibility guidelines. Students gain an understanding of how these best practices enable inclusive designs that address diverse user needs, contribute to improved Search Engine Optimization, and meet legal requirements such as Section 508. Students code and test sites for cross-browser compatibility, valid markup, and compliance with accessibility guidelines.

**Course Prerequisite(s):** [Object-Oriented Scripting](#)

**Course Corequisite(s):** *None*

**Instructional Contact Hours/Credits:**

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours per week
<b>Lab:</b>	22 Hours per week
<b>Credit Values:</b>	3 Credits

#### Quarter Credit Hour Definition:

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that 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 10-12 weeks, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practical, studio work, and other academic work leading to the award of credit hours.

**Learning Objectives:**

Upon successful completion of the course, the student should be able to:

***Define Web Standards***

- Identify components of web standards and best practices
- Distinguish between non-standard and standard script

***Evaluate the role of contemporary standards (XHTML 1, CSS 2.1, etc.)***

- Write standards-based script
- Review and edit script for compliance

***Prepare for upcoming standards (HTML 5, CSS 3, etc.)***

- Recognize the challenge of designing for multiple devices
- Implement a design solution that degrades for older standards

***Employ Web Standards to solve design and technical problems***

- Apply web standards through technical solutions

***Discuss the social implications of accessible design***

- Identify accessible design obstacles

**Instructional Materials and Reference:**

Textbook(s): None. Class will reference numerous websites and tutorials online for recent web standards, including:

- W3C - <https://www.w3.org/>
- HTML: The Living Standard – <https://developers.whatwg.org/>
- Caniuse – <http://www.caniuse.com>
- Code Academy – <http://wwwcodeacademy.com>

**Technology Needed:** basic scripting languages (HTML, CSS, JavaScript)

**Materials and Supplies:** Backup media (CD-ROMs or thumbdrives)

**Estimated Homework Hours:** # 4 Hours per week

**Technology Needed:** Student and/or ISP accounts allowing upload of websites.

**Digital Bookshelf & Course eBook:**

**If your class uses an electronic book, “ebook”, your required textbook for this course is delivered via electronic format. You do not need to purchase**

a hardcopy textbook. You will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the eBook to a personal computer using the Digital Bookshelf software (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

To start using your eBook, enter the eCompanion site for this class. Click on the “Digital Textbook” link on the left-side navigation bar. Then, click on the link for the book.

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2771 or [campus\\_support@aii.edu](mailto:campus_support@aii.edu). This support group is available SEVEN DAYS A WEEK from 7:00 AM – MIDNIGHT Eastern Time.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

Grade	Grading Scale	Grade Calculations
A	100 – 93	4.0 points
A-	92 – 90	3.7 points
B+	89 – 87	3.4 points
B	86 – 83	3.0 points
B-	82 – 80	2.7 points
C+	79 – 77	2.4 points
C	76 - 73	2.0 points
C-	72 – 70	1.7 points
D+	69 – 65	1.4 points
D	64 – 60	1.0 points
F	59 and below	0.0 points

**Process for Evaluation:**

Class Participation	10%
Assignments and Exercises	50%
Mid-Term Project/Examination	15%
Final Project/Examination	<u>25%</u>
Total	100%

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**Student Evaluation/Grading Policies:**

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

**Classroom Policy:**

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.
- Cell phones may NOT be used in the classroom. If you have an emergency that requires you to take a call during class, you MUST inform the instructor before class begins, and step outside the room to take the call or text message.

**Attendance Policy:**

The Art Institute of Campus is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

A student who is absent for three cumulative weeks\* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. You are expected to spend the entire amount of scheduled class time in the classroom. If you are dropped from the class, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

**Ai Unearned F (UF) Grade Definition:**

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

**Veteran Affairs Course Attendance Policy:**

- Students who receive VA educational benefits are required to pursue each of their courses to be eligible for benefits. In order to receive the full benefit allowance the student must attend all classes in which the student is registered throughout the academic term at the campus.
- A student who is absent from a particular course for a period of 14 consecutive calendar days will be considered not pursuing the course.
- At the end of a quarter, a student must complete their final assignment or take their final exam (these dates must be documented) or not receive a grade of W, WF or an unearned F, or their last date of attendance will be provided to the VA.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of "W"), a student must meet with his or her Academic Director before noon on the Friday of week 9.

**Academic Dishonesty:**

**Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institutes. Academic dishonesty includes but is not limited to: plagiarism and cheating;**

misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Plagiarism is the use (copying) of another person's ideas, words, visual images or audio samples, presented in a manner that makes the work appear to be the student's original creation. All work that is not the student's original creation, or any idea or fact that is not "common knowledge," must be documented to avoid even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a Student Conduct Committee. If the committee determines that there has been a violation of the Academic Dishonesty policy, the student will automatically fail the class and, depending on the severity of the infraction, may face further disciplinary action up to and including suspension from classes or expulsion from school.

**Disability Services:**

The Art Institute of California – Los Angeles provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of California – Los Angeles in accordance with the Americans with Disabilities Act.

Students who seek reasonable accommodations should contact the Disabilities Services Officer, Sara Lyttle, to discuss what their classroom needs are. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Officer to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Sara Lyttle, telephone number 412.518.3304. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

**Student Assistance Program:**

The Talk One2One is a pre-paid service, provided through The Art Institute of California – Los Angeles, that offers a menu of services and support accessible 24/7 to assist the student in attaining balance and academic success, including: counseling, budget and debt assistance, information and resource referrals, consultations, and new parent coaching. If you are in need of services, contact Talk One2One at 888-617-3362.

**Tutoring Center:**

Full-time faculty will be available during office hours to share knowledge, engage in dialogue and/or give advice and guidance to our student body in the Student Success Center. Students may meet with full-time faculty during their office hours by scheduling an appointment with the faculty member.

**Commitment to Excellence – Reading/Writing/Comprehension:**

While the principal goal of this course is the acquisition of knowledge in the subject area, students should be aware that The Art Institute of California requires that research on a particular topic and clear and effective writing be an integral part of the learning process.

**Media Policy:**

All media (images, videos, audio, etc.) used for assignments must be legally obtained, and use of that media must not infringe on any copyrights. Violations of this policy in any assignment will result in a failing grade for that assignment. Documentation of media sources will be required for each assignment.

**Communication:**

We will use eCompanion for communication during the term. It is your responsibility to check the system and your email daily and be prepared for possible changes and announcements. Use the eCompanion network to get homework assignments and to contact your classmates for notes and details if you miss a class. Homework will be turned in during class or through the eCompanion dropbox. Late homework must be turned in to the correct dropbox in eCompanion to be graded.

**Library Assignment:**

All students will need to utilize the Library for research and reference throughout the quarter. The Library is a valuable source for finding design ideas that will be needed for this course, i.e.: inspiration and design fundamentals for mid-term and final projects; locating popular trends in design, illustration and photography; referencing past award winning designs which may be used as a guide; identifying benchmarks or referencing competent design works.

**Student Art Work:**

All student work, which has not already been returned during the quarter, will be available for pickup no later than 5:00 pm, Monday of the first week of break. Any work NOT picked up by that date and time will be discarded unless other arrangements have been made. Students must take personal responsibility for their work.

**Additional Policy notes for this Instructor:**

1. **If you don't understand, come to office hours...**
2. **Office hours are not a second lecture** – they are designed to give you additional help for problems you didn't understand in class.
3. **You are completely responsible** for your own performance in class.
4. **Students will complete all work** in the syllabus. If there is a school holiday, you are still expected to complete assignments for that week.

**Course Outline**

*Monday, January 18<sup>th</sup>, Friday, February February 19<sup>th</sup>, and Friday March 25<sup>th</sup> are Campus Holidays. No classes are scheduled.*

Week/Day	Topics
<b>Intro to Web Standards</b>	
1	<b>LECTURE:</b> What are web standards? History of Web standards. Web Standards and browser manufacturers. Standards organizations. Major standards categories (HTML, CSS, JavaScript, Web APIs).

**LAB:**

Explore web standards bodies for HTML, CSS, JavaScript, and Web APIs

**HOMEWORK:**

Create a basic, standards-based site following online tutorials.

**HTML5 and Semantic Coding****LECTURE:**

HTML5 origin and purpose. Connection to XML. The role of semantics in HTML5. Meta tags and external files. ARIA Roles. Practical HTML5 page structure and layout. Extensions (e.g. MicroData). Meta-data. HTML and CSS. Validators.

**LAB:**

- 2 Create a basic markup page. Semantic HTML. Meta-tags. Social Network meta-tags. Microdata. ARIA Roles (basic). CSS Selectors. ID, Class, Attribute Selectors. Create and style an HTML5 form. Validate work using HTML and Information Architecture validators.

**HOMEWORK:**

HTML5, XML, MicroData and Meta-tag tutorials, as assigned by Instructor from textbook or online.

**The CSS Standard****LECTURE:**

CSS standards history. CSS1, 2, 3 4. Elements of a CSS box model. Attraction and repulsion of CSS boxes. Document "flow." CSS Floats. Variations of the Box model in older (IE) browsers. Absolute and relative positioning. Flexbox layout models.

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**LAB:**

Create layouts using CSS box elements. Experiment with floats and clears, absolute and relative positioning. Experiment with Flexbox.

**HOMEWORK:**

CSS Tutorials on the Box Model and Responsive Design, as assigned by Instructor from textbook or online.

**Advanced CSS****LECTURE:**

Advanced Selectors. Animation and motion-graphic styles. Vendor Prefixes and CSS. Using CSS to implement a design layout. Fluid, Fixed, Adaptive, and Responsive Designs. Web Typography and webfonts. CSS Media Queries and CSS Device Queries.

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**LAB:**

Design a site from scratch, Part I (information design and markup).

**HOMEWORK:**

Complete the design of a fluid site from scratch, from Instructor tutorial list.

**MIDTERM TEST****LAB:**

Work on midterm (will take the entire class). Part I – Practical (create CSS layout from assets and default wireframe). Intro to frameworks (Twitter Bootstrap and Zurb Foundation).

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**HOMEWORK:**

Begin using Twitter Bootstrap, following tutorials assigned by the Instructor.

**Practical Standards I: Page Layout and Design**

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**LECTURE:**

Midterm review. Building sites using Twitter Bootstrap and or Zurb Foundation.

Introduction to Final Project (required site, deliverables).

**LAB:**

Explore layout design in Twitter Bootstrap.

**HOMEWORK:**

Complete Final Project Proposal, for a site incorporating multiple standards.

**Practical Standards II: Accessibility and Usability, Rich Media**

**LECTURE:**

Web Standards. ARIA. W3C standards. Access standards, Section 508 compliance. Using rich media (HTML5 Audio and HTML5 Video) with accessibility and usability.

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**LAB:**

Build a page with standards-based audio and video, incorporating ARIA roles in detail. Work on final project.

**HOMEWORK:**

Work on final project concept. Accessibility and Rich Media tutorials.

**Practical Standards III: JavaScript & Polyfills**

**LECTURE:**

JavaScript as an extension of ECMAScript standards. Other ECMAScript languages (ActionScript, UnityScript). Standard features of different JS versions. Polyfills.

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**LAB:**

Create a JavaScript program using standards from ECMA5 and ECMA6 versions of JavaScript.

**HOMEWORK:**

Work on final project. Add standards-based JS as defined by the Instructor.

**Practical Standards IV: Web APIs**

**LECTURE:**

Common Web APIs. API support by modern browsers. Caniuse.com. Web API Feature-testing using Modernizr.

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**LAB:**

Use Modernizr to detect features and load polyfills.

**HOMEWORK:**

Work on final project. Web API tutorials.

**Web Frameworks and CMS Systems**

**LECTURE:**

Intro to CMS (Content Management Systems). Common CMS frameworks (WordPress, Joomla, Drupal). Standards-based development in “web editor” CMS systems (SquareSpace, Weebly, Wix)

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**LAB:**

Intro to WordPress. CSS Child Themes in WordPress. HTML/CSS view in SquareSpace, Weebly or other CMS

**HOMEWORK:**

Complete final website and project presentation. Upload website.

**FINAL PROJECT PRESENTATION**

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*Students present final project (launch site or late-stage prototype)*

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