The Art Institute of California℠ - Los Angeles

Course Syllabus

Course Title: Intermediate Web Design
Course Number: GWDA273

Class Meetings:	Section A, Tuesday, 12:30 - 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
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
Social Networks:	On Facebook or Linkedin (preferred) username: "pindiespace" or search on "Pete Markiewicz"

Intermediate Web Design

Course Description: Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi-column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content.

Course Focus: *This class will introduce and explore the CSS and related technologies, with their application to implementing web designs using modern techniques. The CSS box model and other layout models will be used to map visual designs to markup. In addition, design patterns using CSS, including the "mobile first" and "responsive design" models will be explored. Interactive scripting (e.g. JavaScript) will also be introduced.*

Course Competencies:

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

- **Define terms and methods for styling web pages**
    - Articulate the concept for a web page design
    - Identify issues of accessibility that need to be addressed when styling web pages for various devices
    - Discuss the benefits of separating structure and presentation during web site production
- **Apply various methods for styling web pages**

- Use CSS to visually design the presentation of web page content
- Implement various page layout methods such as fixed and liquid layouts
- Design a web site that works on different screen resolutions and devices

- **Solve information architecture and communication problems with effective web site styling**
  - Identify ways to use on-line resources for problem solving
  - Implement solutions for common information architecture principles through web page styling

Course Prerequisite(s): GWDA113 Fundamentals of Web Page Scripting

Course Length:		11 Weeks
Contact Hours:		44 Hours
	Lecture:	22 Hours per week
	Lab:	22 Hours per week
Credit Values:	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.

Instructional Materials and Reference:

Required Text:

eResource: Learn to Code HTML and CSS: Develop and Style Websites, 2014 by S. Howe, Pearson; ISBN 978-0321940520

Recommended Texts:
CSS3 Foundations Paperback – 2012 by Ian Lunn
ISBN-13: 978-1118356548 ISBN-10: 1118356543 Edition: 1st

HTML&CSS: Design and Build Websites, by Jon Duckett, Wiley, ISBN: 978-1-118-00818-8
The CSS3 Anthology: Take Your Sites To New Heights (4th edition), by Rachel Andrew, Sitepoint; ISBN 978-0-9871530-2-9 (print); ISBN 978-0-9871530-6-7 (ebook)
Designing Next Generation Web Projects with CSS3, 2013, Packt Publishing
ISBN 978-1-84969-326-4
JumpStart HTML5 Basics, by Tiffany Brown, 2013 Sitepoint
ISBN 978-0-9922794-9-3 (print); ISBN 978-0-9922794-8-6 (ebook)

Additional Online Resource (REQUIRED):
Code Academy JavaScript Tutorial – http://www.codeacademy.org

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. 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	25%
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.
5.

Course Outline

Monday, January 18th, Friday, February February 19th, and Friday March 25th are Campus Holidays. No classes are scheduled.

Week/Day	Topics
	Intro to Intermediate Web Design, Web Trends
1	**LECTURE:** Current trends in Web Design. Examples of effective web design over time (Wayback). Role of CSS, HTML5, JavaScript in layout. CSS review. Boilerplate setup. Web design theories and patterns (e.g. Gestalt, Progressive Enhancement, Mobile First). Design briefs and their role in web development workflow. **LAB:** Test various static layout wireframes. Examine web hosting services. Review Ch. 1, 2, and 3 in book. Create a boilerplate. **HOMEWORK**: Create an account with a web hosting service. Create a design brief (overview, audience, wireframe) for a static redesign for the desktop site of an existing restaurant site (home page only). CSS Tutorials on CSS selectors, as assigned by Instructor from textbook or online.
	Responsive and Adaptive Design
2	**LECTURE:** Review Design Brief. Explore Responsive and Adaptive design theory. **LAB:** Create a basic markup page. Semantic HTML. CSS Selectors. ID, Class, Attribute Selectors. Complex Selectors. Selector hierarchy and the "Cascade." Parent, child, sibling selectors. Text styling. Loading webfonts. Experiment with CSS selector rules. Create and style an HTML5 form. **HOMEWORK:** CSS Tutorials on CSS selectors applied to HTML5 pages and HTML5 forms, as assigned by Instructor from textbook or online. Create wireframes for Responsive Design (tablet and mobile) for restaurant site from Week 01 (home page only).
	Web Typography, Comps to Code, Media Queries
3	**LECTURE:** Review wireframes and comps. Page comps and their role in web design. The box model versus GUI tool layout. Elements of a CSS box. Attraction and repulsion of CSS boxes. Document "flow." CSS Floats. Variations of the Box model in older (IE) browsers. Absolute and relative positioning. CSS Media Queries. **LAB:** Create layouts using CSS box elements. Experiment with floats and clears. Experiment with CSS Media Queries. Experiment with WebFonts. **HOMEWORK:** CSS Tutorials on the Box Model and Responsive Design, as assigned by Instructor from textbook or online. Code markup for Responsive Design wireframes from Week 02. Implement WebFonts of your choice into the site.
	Creating Layouts in CSS

4	**LECTURE:** Using CSS to implement a design layout. Fluid, Fixed, Adaptive, and Responsive Designs. Book revie Ch. 6, 7,8. **LAB:** Design a site from scratch, Part I (information design and markup). **HOMEWORK:** Complete the design of a fluid site from scratch, Part II. Create a static layout for Mobile and Tablet from the same markup. Upload the site to your web host.
	MIDTERM TEST
5	**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). **HOMEWORK:** Begin using Twitter Bootstrap, following tutorials assigned by the Instructor.
	Customizing Layouts in a Framework
6	**LECTURE:** Midterm review. Advanced CSS selectors. Alternatives to the CSS Box Model (flexbox). Building sites using Twitter Bootstrap. Introduction to Final Project (required site, deliverables). Deconstruction and Reconstruction strategy. **LAB:** Explore layout design in Twitter Bootstrap. **HOMEWORK:** Complete Final Project Proposal, a Design Brief, including "Role Model" website for Deconstruction and Reconstruction (turn in next week).
	Accessibility and Usability
7	**LECTURE:** Web Standards. W3C standards. Access standards, Section 508 compliance. **LAB:** Build a Twitter Bootstrap page, incorporating web standards. Work on final project. **HOMEWORK:** Work on final project. CSS Site Tutorials.
	Grid Systems, Polyfills, Modernizr, Vendor Prefixes, JQuery
8	**LECTURE:** Grid systems in web design, Grid systems in web frameworks. Browser differences, feature testing and polyfills. Using jQuery to create behavior **LAB:** Create a grid system in Twitter Bootstrap. Using jQuery in Bootstrap. **HOMEWORK:** Work on final project. CSS Site Tutorials.
	Final Project Development. Site Archives and Git Versioning
9	**LECTURE:** Final project submission standards. Archiving sites using Git and GitHub. **LAB:** Experiment with GitHub archives. Work on final project. **HOMEWORK:** Work on final project. CSS Site Tutorials.
	CMS Systems (WordPress, SquareSpace).
10	**LECTURE:**

	Intro to CMS (Content Management Systems). CSS Child Themes in WordPress. Editing HTML5 and CSS in “web editor” tools (SquareSpace, Weebly) **LAB:** 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
11	***Students present final project (launch site or late-stage prototype)***