

GDA135 Web Design 1

Syllabus

Course Information

Organization	Pittsburgh Technical Institute
Course Number	GDA135
Credits	4
Contact Hours	44
Instructor	Tom Estlack
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Office	412

Description

This course introduces the processes involved in producing web pages for publishing on the World Wide Web. Students learn to apply their visual design skills within the constraints and limits specific to the medium. Students gain an understanding of the Internet environment and the process of website design and development. Students learn basic HTML programming, image creation, and page layout with graphics applications and web design applications.

Prerequisites

None.

Textbooks

Castro, Elizabeth. *HTML, XHTML & CSS Visual Quick Start Guide*. Peachpit Press. **Edition:** Sixth. **Pages:** 456. **ISBN:** 0-321-43084-0.

Program Outcomes

- A. Develop a personal visual identity and a portfolio containing appropriate industry design and production examples.
- B. Design and create layouts and digital comprehensive layouts according to specifications.
- C. Apply industry appropriate production techniques to assignments using digital design and production software.
- D. Utilize digital image making tools for development, design, and manipulation of vector and raster files.
- E. Demonstrate fundamental design, typography, color and visual literacy theories in a pre-production setting.

Competencies

1. Describe the history of the internet.
2. Choose appropriate HTML tags to design a web site.
3. Build a web site in Dreamweaver.
4. Integrate advanced layout techniques.
5. Arrange HTML elements using Dreamweaver.
6. Create and optimize images and graphics for a web site.
7. Translate print oriented data into a web based format.
8. Upload site files to a remote server.

Grading Information

Grading Rationale

In this course you will complete a series of learning activities and performance assessments in the form of assignments, tests, quizzes or projects. A point system will be used to grade learning activities and performance assessments. By the end of the term a student must achieve an overall grade above an F in order to pass the course.

Grading Scale

A	90% to 100%
B	80% to 89%
C	70% to 79%
D	60% to 69%
F	Below 60%

Guidelines for Success

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Quarter 1 - Quarter 4 / Absence Policy: Submitting Coursework and Assignments

EXCUSED ABSENCE

An excused absence is one in which the student has experienced extenuating circumstances that result in missed classes. Excused absences must have the approval of the Department Chair and must be accompanied by appropriate documentation for the student file. Faculty will then receive notification from the Department Chair or Student Advisor that an absence is excused.

The instructor will then consider a deadline to be "extended" for that student for work due during that period. The new deadline should not exceed the time missed. For example, a student who has missed 2 days will have their deadline "extended" 2 days.

UNEXCUSED ABSENCE

An unexcused absence is one that does not have any extenuating circumstance resulting in missed class(es). Unexcused absences are not sanctioned by the Department Chair and normally will not have supporting documentation for the student's file. Faculty may receive notification from the Department Chair or Student Advisor that an absence is unexcused.

Consequence for submitting after a deadline:

1 to 5 business days late: 10% grade reduction

After 5 business days late: 20% grade reduction

Final Deadlines:

- o All work whose deadlines occur BEFORE midterm must be submitted by the Midterm Final Deadline
- o All work whose deadlines occur AFTER midterm must be submitted by the End of Term Final Deadline
- o "Final Deadline" is defined as the end of the last class occurrence of a particular course. If the course ends, or midterm occurs at 10:20 AM on a Tuesday, for example, then that is the Final Deadline for all work for that course, even if the end of the term or midterm occurs on the following Friday.

o Days are defined as "business" days not including Saturday, Sunday or days PTI does not have classes.

o All grade reductions are applied to the full total possible points. For example, if a student only completes half the work (50 out of 100 points) and has a 20% penalty applied, the penalty is 20% of 100 points, resulting in a final grade of 30 %.

QUIZZES, TESTS, EXAMS, PRESENTATIONS, GROUP OR TEAM ASSIGNMENTS, OR PARTICIPATION GRADES

Students may not make up any quizzes, tests, exams, presentations, *group or team assignments, or participation grades that they miss without an excused absence. Instructor reserves the right to have unannounced quizzes at any time during class hours to encourage attendance.

* Since working alone is not a satisfactory substitute for the group or team experience, group / team assignments or final group presentations may not be made up.

Out of Class Work

In order to be successful in this course, you need to spend adequate time outside of class to complete homework assignments, projects, and papers as well as prepare for quizzes and tests. Take time, today, to review the outside of class assignments and the assessment activities that are included in the course schedule. Develop a plan to carve out time each day to keep up with the workload of this course.

Schedule	
Session	Notes
Week 1	<p>Unit 1: Web Basics <i>Unit 1, Lesson 1 - History of the World Wide Web</i></p> <ul style="list-style-type: none"> • In-class - Lecture/Discussion History of the WWW <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Study Notes and PDF presentation for history of WWW quiz • Read the introduction from the Textbook for history of WWW quiz • Internet Questions Assignment <p><i>Unit 1, Lesson 2 - Basic Code Structure (HTML)</i></p> <ul style="list-style-type: none"> • In-class - Demo, HTML 101 • In-class - Demo, CSS 101 • In-class - Demo, FTP <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • HTML 1 assignment
Week 2	<p>Unit 2: Formatting with Code <i>Unit 2, Lesson 1 - Formatting Text with HTML</i></p> <ul style="list-style-type: none"> • In-class - Demo - HTML formatting tags <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • HTML 2 assignment <p><i>Unit 2, Lesson 2 - Styling Text with CSS</i></p> <ul style="list-style-type: none"> • In-class - Demo - CSS Basics

	<p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • CSS1 Assignment • CSS2 Assignment • HTML and CSS Assignment
Week 3	<p>Unit 3: Classes <i>Unit 3, Lesson 1 - Applying Classes in HTML</i></p> <ul style="list-style-type: none"> • In-class - Demo - Classes in HTML <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Classes 1 Assignment <p><i>Unit 3, Lesson 2 - Styling Classes with CSS</i></p> <ul style="list-style-type: none"> • In-class - Demo - Styling Classes in CSS <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Classes 2 Assignment
Week 4	<p>Unit 4: Images and File Paths <i>Unit 4, Lesson 1 - Formatting Images for the Web</i></p> <ul style="list-style-type: none"> • In-class - Demo - Image manipulation for web use <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Image formatting assignment <p><i>Unit 4, Lesson 2 - Optimizing and Exporting Images for the Web</i></p> <ul style="list-style-type: none"> • In-class - Demo - Optimization of Images for the web • In-class - Demo - Image file types for the web <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Inserting Images Assignment
Week 5	<p><i>Unit 4, Lesson 3 - Incorporating Images into a Web Layout using HTML</i></p> <ul style="list-style-type: none"> • In-class - Demo - Linking images to an HTML document <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • File Paths assignment
Week 6	<p>Unit 5: Div Tag Elements <i>Unit 5, Lesson 1 - Organizing HTML content with Div Tags</i></p> <ul style="list-style-type: none"> • In-class - Demo, Div tag elements <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Divs 101 assignment <p><i>Unit 5, Lesson 2 - Styling Div tags with id's</i></p> <ul style="list-style-type: none"> • In-class - Demo, styling Div tags with id's <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Basic Divs 1 assignment
Week 7	<p><i>Unit 5, Lesson 3 - Styling Div tags with classes</i></p> <ul style="list-style-type: none"> • In-class - Demo, styling Div tags with classes • In-class - Demo, Floating Divs, Problems with Floating and Backgrounds <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Advanced Divs 1 assignment • Advanced Divs 2 assignment
Week 8	<p>Unit 6: Links <i>Unit 6, Lesson 1 - Coding Links in HTML</i></p> <ul style="list-style-type: none"> • In-class Demo - hyperlinks in HTML

	<p><i>Unit 6, Lesson 2 - Styling Links with CSS</i></p> <ul style="list-style-type: none"> • In-class Demo - styling links with CSS <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Links assignment
Week 9	<p>Unit 7: Layout for the World Wide Web</p> <p><i>Unit 7, Lesson 1 - Matching a Print Layout for Web</i></p> <ul style="list-style-type: none"> • In-class Demo - Magazine Layout, Final Project description <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Magazine Spread - Layout Match, Final Project
Week 10	<p><i>Unit 7, Lesson 1 - Matching a Print Layout for Web</i></p> <ul style="list-style-type: none"> • In-class Demo - Magazine Layout, Final Project - Layout approaches <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Magazine Spread - Layout Match, Final Project: Benchmark
Week 11	<p><i>Unit 7, Lesson 1 - Matching a Print Layout for Web</i></p> <ul style="list-style-type: none"> • In-class Demo - Magazine Layout, Final Project - Layout approaches <p>Outside of Class Assignments</p> <ul style="list-style-type: none"> • Magazine Spread - Layout Match, Final Project: Final upload