# Web Design 2
# Syllabus

## Course Information

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| **Organization** | Pittsburgh Technical Institute |
| **Course Number** | GDA254 |
| **Credits** | 4 |
| **Contact Hours** | 44 |
| **Office** | 412 |
| **Office Phone** | 412-809-5101 |
| **Office Fax** | 412-809-5249 |
| **Number of Weeks** | 11 |

## Description

This advanced course builds on the students' basic authoring skills by focusing on the demands, details, and subtleties of creating web pages. Processes of graphic and multimedia creation, adding interactivity, color use, file management and formats, testing, publishing and publicizing are addressed. Students introduce interactivity and multimedia elements to enhance their personal sites, and design and develop an industry-led website. Prerequisite: GDA135 Web Design 1.

## 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.       Develop web content according to web standards

2.       Apply advanced CSS layout styles and techniques

3.       Design web content and layouts using semantic markup techniques

4.       Focus on branding messages through online content

5.       Upload and deliver web content online

6.       Create and translate mock ups to standards based web content

7.       Explore advanced web practices

# Grading Information
## Grading Rationale
In this course you will complete several performance assessments and a series of learning activities in the form of assignments or projects. Each assessment task will be evaluated using a grade sheet or rubric as a scoring guide. All learning activities, assignments and projects are based on points. You must earn at least the minimum number of points to pass on each activity and assessment. The points you receive on each of the scoring guides will be totaled and translated to grades as follows:

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

# Guidelines for Success

### 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

### Absence Policy regarding 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 absence must have the approval of the Department Chair and must be accompanied by appropriate documentation for the student file. You will receive notification from the Department Chair or Student Success Coordinator that an absence is excused.

Penalty for work submitted after the deadline:0%*
*The new deadline should not exceed time missed. For example, a student who has missed 5 days will have 5 days to complete the work and submit.

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. You may receive notification from the Department Chair or Student Success Coordinator which will communicate that an absence is unexcused.

Penalty for work submitted after a deadline:
Up to 1 day late:10% grade reduction
1-2 days late: 20% grade reduction
2-3 days late: 30% grade reduction
3-4 days late: 40% grade reduction
4-5 days late: 50% grade reduction

After 5 days the project receives a 0 and should not be accepted
Days are defined as "business" days not including Saturday and Sunday

*Since working alone is not a satisfactory substitute for the group or team experiences, Group / Team assignments, final group presentations or ILP client presentations are not subject to these conditions. These projects may not be made up.

| Schedule | |
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| **Session** | **Notes** |
| Week 1 - 2 | UNIT 1: WEB BASICS<br>**Outside of Class Activities**<br>Standards - intro<br>Basic Web Activity<br>Tables Activity |
| Week 3 - 6 | UNIT 2: LAYOUT<br>**Outside of Class Activities**<br>Translation Activities<br>E-Newsletter |
| Week 7 - 8 | UNIT 3: INTERACTIVITY<br>**Outside of Class Activities**<br>Rollovers<br>Gallery Activity<br>Dropdown Menu Exercise |
| Week 9 - 11 | UNIT 5: WEB DEVELOPMENT<br>**Outside of Class Activity**<br>Final Project |