

GRC 175



WEB DESIGN AND PUBLISHING I

Section 1001 M 6:00 p.m. – 8:45 p.m. Sierra 217

Fall 2011 01/21/12–5/13/12

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Course Description

3 Credits. Prerequisites: GRC 119 and GRC 122B or approval of instructor.

Introduction to authoring for the World Wide Web using industry standard software applications. Topics covered include planning, designing and building a Web site, aesthetics, creating and optimizing computer graphics for Web, information architecture, navigation and interactivity, Web publishing, Web hosting and site management.

Educational Objectives

Upon Successful course completion students will:

- Have a basic understanding of how the internet works.
- Understand computer directory structures, computer file naming conventions and computer graphics file formats specific to the World Wide Web.
- Understand target audience and end-user considerations such as browser differences, user playback technology, bandwidth limitations and file size considerations.
- Apply learned concepts in Dreamweaver, Photoshop and other web authoring software applications by creating a web site.

Learning Outcomes:

- Students will learn web design by creating a web site.
- Students will gain a working knowledge of how the internet works.
- Students will gain an understanding of computer directory structures, file formats and file naming conventions.

Textbooks

Required: The Principles of Beautiful Web Design 2nd Edition, Jason Beard, Site Point, 2010.

Recommended: Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition, Steve Krug, New Riders Press, 2005.

The Web Designer's Idea Book, Patrick McNeil, Longman, 2008.

The Web Designer's Idea Book, Vol. 2, Patrick McNeil, Longman, 2010.

Principles of Web Design, David K. Farkas, Jean Farkas, Sam Dragga, Longman, 2001.

The Smashing Book, Sven Lennartz, Vitaly Friedman, Smashing Media 2009.

The Smashing Book #2, Matt Ward, Alexander Charchar, Francisco Inschauste and Mike Rundle, Smashing Media 2011.

Head First HTML with CSS & XHTML, Elisabeth and Eric Freeman, O'Reilly Media, 2005.

HTML5 for Web Designers, Jeremy Keith, Jeffrey Zeldman, A Book Apart 2010.

CSS 3 for Web Designers, Dan Cederholm, Jeffrey Zeldman, A Book Apart 2011.



Supplies

- 3 blank recordable CD-Rs
- Portable media for saving your work

Grading

Three projects will be assigned and all must be turned in to be eligible to pass the course. Project 1 is worth 50 points, Project 2, 100 points, Project 3, 150 points. As this is a project-based course, subsequent projects make use of and build upon the skills from previous projects. The final project shows your mastery of all software and design skills learned throughout the course. **Thus, you must receive a passing grade on Project 3 in order to be eligible to pass the course.** Total points possible for the class is **300**. Final grade totals are:

A = 288-300	B = 252-263	C = 216-227	D = 180-191
A- = 276-287	B- = 240-251	C- = 204-215	D- = 168-179
B+ = 264-275	C+ = 228-239	D+ = 192-203	F = 167 or less

A student may request a W grade at any time by going online to Web-Reg or going in person to Admissions & Records (RDMT 319C). The cut-off date for requesting a W for the fall semester is **Friday, March 16, 2012 at 5:00 pm**. After the cut-off date a student may only receive an A–F grade. The instructor cannot give you a W grade.

Due to the competencies and skill levels required for graphic communications classes, a D+, D, D- or F grade will not be accepted as completion for a prerequisite of a higher level GRC class.

Projects

Your project must be uploaded and ready for critique by 5:00pm on the specified due date. A late project will have 10% of its overall points deducted and an additional 5% deduction for each class session after final critique that the project is handed in. *All projects assigned must be completed to receive a passing grade in the class.* All late work must be turned in by **Friday, May 11, 2012**. Projects will be graded based on the following criteria:

- Preliminary work = **20%**
- Design and creativity = **35%**
- Technical use of software = **30%**
- Presentations and participation = **15%**

Critiques

All work will be viewed and discussed both in class and online. All students will share in articulating, analyzing and evaluating their own work and peer projects. Critiques are a common practice in the industry, therefore students need to be able to present their work effectively. They also allow students to view alternate solutions and different software techniques. Having frequent class and online discussions raises your confidence and allows you to develop your individual creative voice.

When presenting your work in front of the class or online, introduce yourself, describe what you are presenting and define how it solves the project. Also, each student must give at least one comment on how another student's project is successful or could be improved for each critique. Students not present during critique will have points deducted from the overall grade of the project. If an illness or family/medical emergency makes attending a preliminary critique impossible, the student should contact the instructor by phone or email prior to that critique, otherwise an exception cannot be made. Please make every attempt to attend



preliminary critiques. If you miss a critique, you will not only miss getting feedback on your work, but you will also deprive your fellow students of your advice and encouragement.

Final critiques will take place on the class discussion forum. Students have one week from the date the project is due to post critiques of their fellow student's work. All in class critique rules apply. That is, each student must post a comment explaining where their fellow student's project succeeded and where it could be improved. Keep your comments respectful, both in class and online, as your instructor has no patience or desire to police flame wars.

Withdrawals/Incompletes

The last day to request an Audit or receive a full refund is **Friday, January 27, 2012**. The last day to receive a 50% refund is **Friday, February 12, 2012**. The last day to request a W is **Friday, March 16, 2012 at 5:00 pm**, but you must go online to Web-Reg or in-person to Admissions & Records (RDMT 319C) to request a W grade, the instructor cannot give you a W. **It is your responsibility to request a W grade.** And after **Friday, March 16** you cannot request a W grade.

If you complete 75% of the class with a C or better, but cannot complete the class, you may request an 'I' grade. With TMCC's liberal withdrawal policy, the GRC department is strongly opposed to giving an 'I' except for a **very compelling reason. A written statement from a professional will be required.**

Attendance

Attendance is integral to learning, thus role will be taken at the beginning of each class.

Missing more than three classes during the semester is considered excessive and may result in being withdrawn from the class. All students are responsible for projects, discussions and announcements missed due to absence. Please contact the instructor by email or phone prior to any planned absences so information can be discussed and alternate arrangements made.

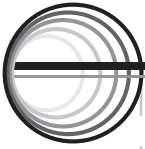
There may be times when a student is unavoidably late for class and those instances are acceptable within reason. If a student has a conflict between this class and another class or a job, please bring this to the instructor's attention *immediately* and other arrangements will be made. It is the student's responsibility to make sure the instructor has marked the student present if he or she has arrived late. Constant tardiness is also unacceptable, **students arriving late for class will lose 3 points for every late arrival after the third recorded instance of arriving late. Please make every effort to arrive at least five minutes before the scheduled start time of the class.** If you arrive late, it is your responsibility to make sure the instructor has marked you present.

Computers

Even with the latest operating systems, cross-platform issues and problems still exist. If you will be using a Windows-based computer make sure that computer has Windows Vista or 7 operating system and the current software versions for Windows to help minimize potential conflicts.

If you own an Apple computer, it should be set up similar to the computers in the classroom with Mac OS X (10.6) and the current software versions for the Mac. During the Spring 2012 semester we will be using Photoshop CS5.5 and Dreamweaver CS5.5. All of these applications are available at substantial discounts for students either online or at the UNR bookstore.

Fonts can create problems when moving files from one computer to another. The GRC



computers are loaded with over 500 Adobe OpenType fonts, as well as Mac OS X system fonts. The best way to have your computer fonts match the fonts in the GRC labs is to purchase the 400 font “Adobe Type Classics for Learning” package, or the 500 font “Adobe Font Folio Education Essentials” package available online or at the UNR Bookstore. Students can also use their own fonts, but these must be stored and transported on the student’s drive, there will be a demonstration on how to load and use your fonts on the GRC lab computers.

The GRC program strongly recommends the use of an external hard drive for all computer-based GRC classes. Good 250 GB drives are available for less than \$90, and while USB 2.0 drives are acceptable, a Firewire-based drive is recommended for any student getting into video and motion graphics. USB-based Flash drives are great for transporting files only, never work directly off of a flash drive, always copy files from a flash drive to the computer’s hard drive to work on those files. At the end of class or open labs students need to remember to copy their revised files back on the flash drive so they have the latest updates of their work.

Students must also shut down computers when the class is finished for the day. For the Spring 2012 semester, all computers are now equipped with Deep Freeze reboot restoration software. That means that any files saved to your computer and not to your portable media drive **will be erased** when your computer is shut down. Please make sure all your files are on your media drive before shutting down the computer.

Class Website <http://www.grc175.com/>

This site makes class materials, along with additional references and resources, available to students at all times. Please use the class web site first if you are missing information.

Distractions/Disruptions

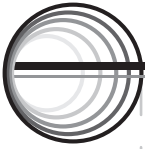
Turn off and stow away all hand-held devices before class starts. No IMing, texting, checking of e-mail, web surfing, or working on assignments from other classes. The classroom is a learning environment, thus, you are expected to behave accordingly. The first occurrence will result in a verbal reminder, a second occurrence will result in being dismissed from class for the day and you will be marked absent. Repeated occurrences will result in a referral to the Associate Dean of Students. The only exception is if a situation exists where someone must keep in contact with family, work, or other individuals due to an emergency situation. **Please inform the instructor of any such situations before the start of class.**

ADA Statement

Truckee Meadows Community College is committed to compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act which state: “No otherwise qualified, handicapped individual in the United States shall solely, by reason of his handicap, be excluded from the participation in, be denied the benefit of, or be subjected to discrimination under any program or activity receiving federal financial assistance.” For assistance and clarification of TMCC services, contact the Disability Resource Center, Red Mountain Building, Room 315 B, 775-673-7277, TTY 775-673-7888 www.tmcc.edu/drc/.

Academic Assistance

The Graphic Communications department offers open computer labs with instructional aides to assist students. Open computer lab dates and times are posted on the class web site, in the classrooms and their adjoining halls. The department does not offer individual tutoring.



TMCC offers a variety of academic assistance programs. The Tutoring and Learning Center (TLC) is open in Vista B106. TLC gives tips on how to write essays, reports and research papers. Call 674-7517 or visit <http://www.tmcc.edu/tutoring> to make an appointment or get a schedule. There is also a general access computer lab in Sierra 109. General access lab dates and times are posted outside of the lab itself.



If for any unforeseen reason we are unable to meet, course material will be held during the next class.

Monday 01/23	Orientation, History of the Internet, How a web page works, Site architecture, Web site Planning, Web Design Creative Process, Dreamweaver Basics, assign Project 1.
Monday 01/30	HTML, CSS, Information Architecture, Navigation, Building a web page, Dreamweaver.
Monday 02/06	Project 1 Preliminary Critique
Monday 02/13	Project 1 Preliminary Critique Spillover , Building a web page, Web Aesthetics, Dreamweaver
Monday 02/20	<i>President's Day: no class</i>
Monday 02/27	Web Aesthetics, Dreamweaver page layout, assign Project 2
Monday 03/05	Project 1 Due , Web Aesthetics, Dreamweaver page layout / forms / navigation
Monday 03/12	Project 2 Preliminary Critique
Monday 03/19	Project 2 Preliminary Critique Spillover , Web Aesthetics, Dreamweaver page layout / forms / navigation
Monday 03/26	<i>Spring Break: no class</i>
Monday 04/02	Web Aesthetics, Dreamweaver page layout / forms / navigation, assign Project 3
Monday 04/09	Project 2 Due , Web Aesthetics, Dreamweaver navigation
Monday 04/16	Project 3 Preliminary Critique
Monday 04/23	Project 3 Preliminary Critique Spillover , Web Aesthetics, Dreamweaver navigation, Hosting, Domain Names
Monday 04/30	Hosting, Domain Names, Meta Tags, SEO
Monday 05/07	<i>Pizza and Drinks</i> Project 3 Due , Meta Tags, SEO, Where is web design going? Open Lab. Wrap up