

# GRC 175



## WEB DESIGN AND PUBLISHING I

Section 3001 Web Course (Asynchronous)

Spring 2024 - 01/22/24–05/11/24

**Instructor:** Michael Ganschow-Green

**Phone#:** 673-8200 ext. 5-2173

**Email:** mganschow@tmcc.edu

### Course Description

*3 Credits. Prerequisites: GRC 116 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 industry standard web authoring software applications by creating a web site.

### Learning Outcomes:

- Students will learn web design by creating four class project web sites.
- 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:** No required textbook for this class.

**Recommended:** The Principles of Beautiful Web Design 3rd Edition, Jason Beard, Site Point, 2014.

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition), Steve Krug, New Riders Press, 2014.

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

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

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.



## Grading

Four 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, 50 points, Project 3, 100 points, Project 4, 100 points. As this is a project-based course, subsequent projects make use of and build upon the skills from previous projects. Total points possible for the class is **300**. Final grade totals are:

<b>A = 279-300</b>	<b>B = 249-257</b>	<b>C = 219-227</b>	<b>D = 189-197</b>
<b>A- = 270-278</b>	<b>B- = 240-248</b>	<b>C- = 210-218</b>	<b>D- = 180-188</b>
<b>B+ = 258-269</b>	<b>C+ = 228-239</b>	<b>D+ = 198-209</b>	<b>F = 179 or less</b>

A student may request a *W* grade at any time by going online to MyTMCC or going in person to Admissions & Records (RDMT 319C). The cut-off date for requesting a *W* for the fall semester is **Thursday, March 28, 2024 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 Arts & Media Technologies classes, a D+, D, D- or F grade will not be accepted as completion of a prerequisite of a higher level GA&MT class.*

## Projects

Your preliminary roughs/wireframes must be posted to the class forum and ready for critique at 11:59pm on the project's preliminary critique due date. Final projects must be uploaded to the class website, posted to the class forum, and ready for critique by 11:59 pm on the project's final 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 10, 2024**. Projects will be graded based on the following criteria:

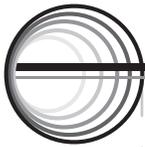
- Preliminary work
- Design and creativity
- Technical use of software
- Presentations and participation

## Critiques

Project critiquing will take place entirely online on the GRC 175 class forum. Project websites must be posted online by **11:59pm** on their due date, both for preliminary and final critiques. Critiques and final presentations are where a lot of the learning in Graphic Arts & Media Technologies happens. And it's not just the responses to your own preliminary work posted on the forum, it's observing how other students in the class solved the projects and the feedback they received from the instructor and their fellow students.

Students will have one week following the assignment due dates to post critiques. Every student is required to post feedback for every other student and must post at least one comment on how another student's project is successful and one comment on how could be improved. All in class critique rules apply. Keep your comments respectful as your instructor has no patience or desire to police flame wars.

When presenting your work online, introduce yourself, describe what you are presenting and define how it solves the project. Please make sure that your posted work is of high quality, and able to be critiqued. You are required to use a graphics software to create preliminary work. This will give your instructor and your fellow students a greater ability to see your intended color scheme, layout, and typography and allow us to provide proper feedback. Since students



have one full calendar week to leave feedback on their fellow students' projects, there is *no excuse for missing critique*. 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.

## Late-Add Students

Please be advised that if you joined this class after the start date you should speak to your instructor about missed work. Making up missed assignments may not be a possibility, depending on the course policies, so you may miss points and this may affect your final grade.

## Audits/Withdrawals/Incompletes

Students may change from a letter grade to an Audit (AD) prior to the cut-off date of **Thursday, March 28, 2024 at 5:00 pm**. Students receive no passing grade or credit but *can remain in the class*.

The last day to receive a full refund is **Sunday, January 28, 2024 at 5:00 pm**. The last day to receive a 50% refund is **Sunday, February 11, 2024 at 5:00 pm**.

Students may withdraw (W) themselves from classes prior to the cut-off date of **Thursday, March 28, 2024 at 5:00 pm**. Students receive no passing grade or credit. *It is the student's responsibility to request a W grade. The instructor cannot withdraw a student from a class.* And after **Thursday, March 28, 2024 at 5:00 pm** the student cannot request a W grade.

After the deadline, a student will only receive an A–F letter grade.

If you are considering withdrawing from the class please talk to your instructor before you do. He wants you to succeed in this class and may be able to work with you to accomplish this. If you intend to retake the class, consider an Audit instead of withdrawing from the class.

A temporary grade of Incomplete (I) may be granted if the student is performing passing work, and there are extenuating circumstances (beyond the student's control) that prevent the student from completing the course work. This allows you one semester to complete the remaining work. Incomplete grades will not be issued unless the reason is very compelling.

## Attendance/Class Structure

Asynchronous classes have no formal class meetings and rely on you, the student, to be self-motivated and maintain educational, work, and scheduling discipline. It is your responsibility to learn the course material and apply it to course projects.

At the beginning of each week, your instructor will post a Canvas announcement with extensive resources and lessons to assist you in learning how to design and build websites which will enable you to create and build your assigned projects. The resources will be timed to build on previous published resources as well as teach you techniques that will help you meet and exceed the project requirements.

There will be ample reminders posted to Canvas of project dates and times as well as a publicly available course calendar, however it is your responsibility to make sure your work is ready on time and in a condition to be critiqued.

Note that you will be working on multiple projects simultaneously throughout the semester. This is to give you ample time to work on each project and to simulate the studio experience of having multiple simultaneous projects in the fire.



Since this class is an asynchronous online class, there are no mandatory classes to attend and thus attendance will not be taken. There will be open lab sessions hosted via Zoom on the first Wednesday of every month as well as the Wednesday before each projects' preliminary and final due dates. During these open labs you will have the opportunity to ask your instructor about anything, please take advantage of this opportunity. Attendance of these lab sessions is purely optional. Each lab session will be preceded by a Zoom invite published in Canvas approximately one hour before the lab session goes live.

If you have questions or need assistance outside of these open labs please feel free to message your instructor in Canvas or email him and he will do his best to answer. If you would like a live one-on-one Zoom session to ask your instructor for feedback or request his help on more complex problems and topics, contact your instructor via Canvas or email and he will be happy to set up a session that fits within his and your schedules to go over whatever you need.

## Computers

All GA&MT lab computers require the student's TMCC user name and password to access. Please be sure to have this information ready (or updated) if you would like to use the computers in the GA&MT department's open labs.

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 at least Windows 11 and the current Adobe 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 GA&MT computer labs with macOS 14 and the current Adobe software versions for the Mac. During the Spring 2024 semester we will be using Adobe Creative Cloud 2024. Adobe applications are available at substantial discounts for students via a student Adobe Creative Cloud subscription.

Fonts can create problems when moving files from one computer to another. The GA&MT computers are loaded with over 500 Adobe OpenType fonts, as well as macOS system fonts. The best way to have your computer fonts match the fonts in the GA&MT labs is to purchase the 500 font "Adobe Font Folio Education Essentials" package available online through Adobe or synch the fonts through Adobe Typekit if you have a Creative Cloud subscription. Students can also use their own fonts, but these must be stored and transported on the student's drive.

The GA&MT program strongly recommends the use of an external hard drive for all computer-based GA&MT classes. Good 250+ GB drives are available for less than \$30. In addition to a portable hard drive or USB flash drive, students can also use cloud based storage such as Dropbox or Google Docs to conveniently move files around.

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 lab, students need to remember to copy their revised files back on the flash drive so they have the latest updates of their work.

If you are working in a GA&MT open lab, you must shut down lab computers when you are finished with them. For the Spring 2024 semester, all GA&MT computers are equipped with Deep Freeze reboot restoration software. That means that any files saved to the GA&MT computer you are working on and not copied to your portable media drive **WILL BE ERASED** when that computer is shut down. Please make sure all your files are on your media drive before shutting down the computer.



## Class Websites

<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.

<http://www.grc-resources.com>

This website is a collection of resources your instructor has accumulated over the course of his professional and teaching careers. Check this space regularly as he will update it frequently with things he finds helpful, educational or just plain cool.

## Evaluations

When Instructor Course Evaluations become available, you will receive an invitation in your TMCC email with a link to complete the evaluation. You can also complete the evaluations through your Canvas course. Please be sure you keep your contact information in MyTMCC up to date so that we can contact you. Your response is kept confidential. Your responses are used to improve teaching methods and to improve all TMCC course offerings. Please provide honest, concise, and constructive comments.

## Academic Dishonesty

Conduct that is incompatible with the purpose of an academic community is prohibited. The NSHE Board of Regents have established rules of conduct and disciplinary procedures for all students in the NSHE system: **Title 2, Chapter 10 of the NSHE Code**. Please also refer to the **TMCC Academic Dishonesty Regulations: TMCC Catalog**.

## Appropriate Use of AI

Using online artificial intelligence (AI) tools such as ChatGPT or Midjourney to produce and submit work that is not your own is a violation of TMCC's Regulations on Academic Dishonesty. These regulations state that the unauthorized use of technology, software, or internet resources is a form of cheating. AI may be useful for developing ideas or receiving feedback, but talk to your instructor about using AI appropriately. Students who use AI to generate or submit work that is not their own risk sanction for violating TMCC's academic standards.

## ADA Statement

TMCC is committed to equal opportunity and access in education for all students, including those with documented physical or learning disabilities. Individuals who have a documented disability which might affect their ability to perform in this class, are encouraged to inform the instructor and the TMCC Disability Resource Center at the start of the semester. For assistance and clarification of services under the ADA, contact the Disability Resource Center by visiting their offices in RDMT 122, calling them at 775-673-7277, or visiting their website at [www.tmcc.edu/drc](http://www.tmcc.edu/drc).

## Academic Assistance

College-level courses can be demanding, so academic assistance is offered when possible. The GA&MT program has open computer labs with lab assistants that can assist students who are



having difficulty with required computer software and hardware. Open computer lab dates and times are posted by the beginning of the second week of the semester. The department does not offer individual tutoring.

**Tutoring and Learning Center (TLC)**

Library first floor, 674-7517

[www.tmcc.edu/tutoring](http://www.tmcc.edu/tutoring)

**Financial Aid Office**

RDMT 315C, 673-7072

[www.tmcc.edu/financialaid](http://www.tmcc.edu/financialaid)

**Academic Advisement**

RDMT 111, 775-673-7062

[www.tmcc.edu/advisement](http://www.tmcc.edu/advisement)

**Counseling and Career Services**

RDMT 325, 775-673-7060

[www.tmcc.edu/counseling](http://www.tmcc.edu/counseling)

There is a general access computer lab located in the Elizabeth Sturm Library/Learning Commons in the Sierra Building. This general access computer lab has four Mac computers with the same graphics software and fonts as the GA&MT lab computers, the Windows-based computers in the general access computer lab do not have the required graphics software. These computers do have Microsoft Office business software and Internet access. General access lab dates and times are posted both outside the general access computer lab and online at [www.tmcc.edu/information-technology/students/computer-lab-hours](http://www.tmcc.edu/information-technology/students/computer-lab-hours).

TMCC offers a variety of academic assistance programs. The Tutoring and Learning Center (TLC) is open in the TMCC Library. TLC gives tips on how to write essays, reports and research papers. Call 775-674-7517 or visit [www.tmcc.edu/tutoring](http://www.tmcc.edu/tutoring) to make an appointment or get a schedule.

## Anxiety Statement

If you are experiencing anxiety or other difficulties, please contact TMCC's Counseling Center for assistance by either visiting their offices in RDMT 325, calling them at 775-673-7060 or visiting their website at [www.tmcc.edu/counseling](http://www.tmcc.edu/counseling).

## Course Content Warning and Disclaimer

In their work, artists sometimes engage subjects that can be offensive to some people. These works may contain strong language, adult themes, adult situations, and explorations of human sexuality that may be uncomfortable to you. As in any college-level class, some objectivity is required on your part in the study of the arts.

Students may be warned about potentially disturbing content and allowed appropriate accommodations. The instructor may exercise the option to censor potentially offensive content.

By remaining registered for this course, you consent and agree that you will not hold the instructor responsible for protecting you from imagery or knowledge that doesn't conform to your personal beliefs.

## COVID-19

Regardless of your personal vaccination status, if you are sick and/or if you test positive for COVID-19, stay home and contact your instructor by Canvas/email. Do not put others at risk by coming to TMCC when you are sick. Absent students should arrange a make-up plan or virtual work plan for coursework missed due to COVID-19.



## Gateway Policy

The NSHE Corequisite and College-Ready Gateway Policy requires all students to be enrolled in college-level gateway English and math courses in their initial year of enrollment, with or without corequisite support. Contact Academic Advisement for more information.

You can contact Academic Advisement by visiting their offices in RDMT 111, or calling them at 775-673-7062, or visiting their website at [www.tmcc.edu/advisement](http://www.tmcc.edu/advisement).

## Food Insecurity Statement

Any student who is having difficulty obtaining food or other necessities is urged to visit TMCC's Wizard's Warehouse to receive free food and personal items. Students can also call or visit TMCC's Counseling Center.

## HSI Statement

TMCC is a federally recognized Hispanic-Serving Institution (HSI) that recognizes Latinx cultures in our diverse community.

## Pronouns

TMCC acknowledges that pronouns are an important part of one's identity. The State of Nevada asserts specific protections for individuals based on their gender identity and gender expression, emphasizing these in public schools. In order to create an environment of safety and inclusion, especially for our LGBTQ+ colleagues and students, faculty and staff are encouraged to list their personal pronouns on signature lines, syllabus, and presentations.

The following can be added after your name, depending on your gender identity:

- He/Him/His or She/Her/Hers or They/Them/Their
- They/Them/Their is acceptable in limited cases as a singular and/or gender-neutral pronoun (AP, 2017)

## Statement on Audio and Video Recording

Covert or unauthorized audio recording of class is prohibited by law and by Board of Regents policy. If a recording is needed to accommodate a disability or any other reason, the student must have explicit permission from the faculty member. Video recording from this class may NOT under any circumstances be posted on any web or social media site (e.g., YouTube), they are for your personal use only.



# COURSE CALENDAR SPRING 2024

<b>Monday 01/22</b>	<b>Assign Project 1</b>
<b>Wednesday 01/24</b>	Open Lab/Discussion/Q&A
<b>Sunday 01/28</b>	Last day for 100% refund for Spring 2024 classes
<b>Monday 02/05</b>	<b>Assign Project 2</b>
<b>Wednesday 02/07</b>	Open Lab/Discussion/Q&A
<b>Friday 02/09</b>	<b>Project 1 Preliminary Critique Due Online</b>
<b>Sunday 02/11</b>	Last day for 50% refund for Spring 2024 classes
<b>Wednesday 02/07</b>	Open Lab/Discussion/Q&A
<b>Monday 02/12</b>	<b>Assign Project 3</b>
<b>Monday 02/19</b>	<b>Project 3 Bad Websites Due</b>
<b>Wednesday 02/28</b>	Open Lab/Discussion/Q&A
<b>Friday 03/01</b>	<b>Project 1 Due Online</b>
<b>Wednesday 03/06</b>	Open Lab/Discussion/Q&A
<b>Monday 03/11</b>	<b>Assign Project 4</b>
<b>Wednesday 03/13</b>	Open Lab/Discussion/Q&A
<b>Friday 03/15</b>	<b>Project 3 Preliminary Critique Due Online</b>
<b>Saturday 03/16</b>	<i>Beginning of Spring Break!</i>
<b>Friday 03/22</b>	<i>End of Spring Break!</i>
<b>Wednesday 03/27</b>	Open Lab/Discussion/Q&A
<b>Thursday 03/28</b>	Last day to Withdraw or Audit for Spring 2024 classes
<b>Friday 03/29</b>	<b>Project 2 Due Online</b>
<b>Wednesday 04/03</b>	Open Lab/Discussion/Q&A
<b>Friday 04/05</b>	<b>Project 4 Preliminary Critique Due Online</b>
<b>Wednesday 04/10</b>	Open Lab/Discussion/Q&A
<b>Friday 04/12</b>	<b>Project 3 Due Online</b>
<b>Wednesday 05/01</b>	Open Lab/Discussion/Q&A
<b>Wednesday 05/08</b>	Open Lab/Discussion/Q&A
<b>Friday 05/10</b>	<b>Project 4 Due Online.</b> All late work due online