Syllabus for
ART 442 – Web Design
3 Credit hours
Fall 2021

I.   COURSE DESCRIPTION

Intermediate and advanced application of two and three-dimensional design principles to web page and web site design. Includes perceptual, psychological and functional conventions of electronic network media. Develops theoretical and technical multimedia design skills including HTML, CSS, FTP, multimedia integration and usability.
Prerequisite: ART 318 and design technology requirement

II.   COURSE GOALS

The general goal of this course is to develop student's web graphic skills for interactive, web-based media delivered through wired or wireless network distribution.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives
In coordination with standards published by the National Association of Schools of Art and Design (NASAD Handbook X.C.3.a-b), the student will:
1. Understand and use of basic visual communication principles and processes,
2. Understand of how communication theories, principles, and processes have evolved through history and the ability to use this knowledge to address various types of contemporary problems.
3. Understand develop strategies for planning, producing, and disseminating visual communications.
4. Use functional knowledge of creative approaches, and the analytical ability to make appropriate, purpose-based choices among them, and use such approaches to identify communication opportunities and generate alternative solutions.
5. Plan the design process and construct narratives and scenarios for describing user experiences.
6. Fluently use the formal vocabulary and concepts of design—including content, elements, structure, style, and technology—in response to visual communication problems. Studies in critical theory and semiotics are strongly recommended.
7. Develop informed considerations of the spatial, temporal, and kinesthetic relationships among form, meaning, and behavior and apply them to the development of various types of visual communication design projects.
8. Use typography, images, diagrams, motion, sequencing, color, and other such elements effectively in the contexts of specific design projects.
B. Unit Objectives
1. Create, execute, and evaluate projects associated with web design
2. Document a discerning awareness of web design elements in written and oral form, via critiques and written discussions
3. Test vocabulary and visual identification of web design elements.
4. Complete web design projects deemed appropriate for professional competency

Last revision: Fall 20 18-JH

IV.   TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials
    1. Textbooks
            Robbins, Jennifer Niederst, *Learning Web Design, A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics,* O'Reilly Media, Fifth Edition: 2018. ISBN # 9781491960202

    2. Other
        a. http://d2l.oru.edu/ Students are required to use course D2L (Desire 2 Learn) site.
        b. Supplies for the course are listed on the course D2L site.
        c. This course requires possession of appropriate laptop and software as specified by the Art and Design Technology Requirement < https://oru.edu/academics/coacs/tdva/ >.

I.   POLICIES AND PROCEDURES

    A. University Policies and Procedures
        1. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
        3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
            a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
            b. Failing to meet group assignment or project requirements while claiming to have done so;
            c. Failing to cite sources used in a paper;
            d. Creating results for experiments, observations, interviews, or projects that were not done;
            e. Receiving or giving unauthorized help on assignments.
            By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
        4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
        5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements.

Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
    a.   The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
    b.   By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B.   Department Policies and Procedures
    1.   **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
    2.   **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
        a.   Inform the professor before the event.
        b.   Arrange to complete missed work within one week.
        c.   Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
        d.   Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
    3.   **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision of this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.
    4.   **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.

C.   Course Policies and Procedures
    1.   Evaluation Procedures

a.   Grades are calculated based on attendance and the evaluation of all work submitted. The final score is calculated based on the following ratio: Assignments = 70%; Exercises, Quizzes, and Attendance = 10% each. A complete description of the procedures can be found on the course D2L site under "Evaluation Procedures > Grades."

b.   More than three (3) Absences will result in the reduction of at least one letter grade from the final course grade. A complete description of the policy can be found on the course D2L site under "Evaluation Procedures >Attendance Policy."

c.   A one-letter grade per assignment penalty is assigned to late work. A complete description of the policy can be found on the course D2L site under "Evaluation Procedures >Late Work Policy."

d.   As a continuation course, completion of multiple credit terms is required. Concurrent and/or successive offerings, including summer options, share a similar overall curricular structure, but differ slightly. A complete description of the policy can be found on the course D2L site under "Evaluation Procedures > Successive Course Policy."

2. Whole Person Assessment Requirements
   a. Required Assignments
      1) WPA-AGRD-Web Design Portfolio
      2) Artifacts from this course may be required submissions or assessments for requirements in other courses.
   b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment.

VI.   COURSE CALENDAR

Week   Topics
1. Course Introduction, Web origins and History
2. HTML Markup and CSS
3. Dynamic Web and Content Management Systems
4. Dynamic Web and Content Management Systems
5. Dynamic Web and Web Publishing
6. CSS for Layout
7. CSS for Layout
8. Mobile Web
9. Mobile Web
10. Intermediate Layout
11. Intermediate Layout
12. Site Design
13. User Interface Design
14. Usability Testing
15. Final Revisions and Grading