

Course **GD 160 Basic Web Design** <http://www.davidglensmith.com>
<http://www.sidedoorgalleries.com>

Semester Fall 2007

Credits 4

Time Tuesday 5:00 PM to 9:50 PM Room 217

Instructor David Glen Smith

Contact dgs_design@yahoo.com (Allow at least 24 hours.)

Office hours by appointment

Catalog description This course introduces some of the techniques, tools, and technologies associated with web development. By identifying, interpreting, and implementing the roles and responsibilities of web industry team members, students will define, design, develop an HTML based website using standard authoring tools. Prerequisite: CS108.

Course objectives Upon completion of this course the student will be able to:

- Understand the basic foundation of the Internet web servers, sites and services.
- Apply web design principles, products, and processes to devise a web site.
- Define information architectures for a website and read, write, and edit basic HTML code using standard tools.
- Design graphic interfaces for a website by originating, optimizing, and organizing graphical images.
- Develop user interactions for a website by planning, preparing, and visually programming text links, buttons, & image maps.

Primary programs Adobe Dreamweaver Adobe Photoshop

Required Text Dreamweaver CS3

Equipment Pack of CD-RW or an external drive

OLS server: <http://stu.aii.edu>

Your web site: <http://school-screen-name.aisites.com> (ex: <http://ds0315.aisites.com>)

Attendance is mandatory. Students are required to stay for the duration of the class.

- Tardiness will be recorded by faculty members in their grade books and may affect student evaluation.
- Students who accumulate 4 absences will be dropped from the course and a grade of "S." Suspension will be recorded for the course. Students who are suspended receive NO REFUND for the course. In the event students are suspended from a course and they believe an error in recording attendance has been made, they should contact the instructor. Students may appeal a course suspension. Such appeals must be made in writing to the Dean of the school in which the class is taught. Appeals will only be considered when all the absences were beyond the control of the student and all absences are fully documented.
- If a break is given students are expected to return at the end of the break on time.
- If you miss a class, SEE ME BEFORE THE NEXT LAB or contact me by email.

Do not wait until the last minute before the next class.

- Likewise **turn off** cell phones, pagers, IM's, BlackBerry, etc., etc. etc. during lectures.

Grade-Evaluation Outline

	Points Earned	Possible Points
Project #1	_____	05
Project #2-index	_____	05
Project #2-HTML	_____	15
Project #3-ad	_____	20
Project #4-newsletter	_____	20
MIDTERM	_____	35
MT TOTAL	_____	100
Project #5-gif	_____	20
Project #6-page design	_____	20
Project #7	_____	20
Project #8-l-frame	_____	20
Final	_____	50
Process PDF	_____	20
Grand Total Points:	_____	250

SCALE:
A= 100 - 93
B= 92 - 86
C= 85 - 77
D= 76 - 70
F= 69 - 0
A= 250 - 233
B= 232 - 215
C= 214 - 193
D= 192 - 175
F= 174 - 0

Macromedia Dreamweaver CS3

by Tom Negrino & Dori Smith

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WEEK 01

Introduction	pp xiii “A Note for Our Mac-using friends”
Chapter 1: Introducing Dreamweaver	pp 2-16, 27
Chapter 2: Starting Your First Site	pp 30, 43

WEEK 02

Chapter 3: Building Your First Page	pp 57-72, 74-76
Chapter 10: Inserting Tables	pp 271-292

WEEK 03

Chapter 9: Including Images & Media	pp 232-235, 239-246
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WEEK 06

Chapter 8: Including Images & Media	pp 247-248: “Adding a Background Image”
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WEEK 07

Chapter 8: Including Images & Media	pp 249-252: “Creating Image Maps” “Adding a Favicon”
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WEEK 09

Chapter 3: Building Your First Page	pp 83-84: “Defining Meta Tags”
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FAQ's

What is meant by ‘revise and resubmit’?

If a project’s grade is C- or lower, I offer a ‘revise and resubmit’ policy. This gives you a chance to correct fatal errors indicated on the grade sheet. In the process, frequent, common mistakes are eliminated over the course of the class. **The original grade sheet must be turned in with a resubmission.**

Can I make up ‘in-class’ assignments?

No. These assignments are based on the lecture of the day when they are given. Repeating a missed lecture would require at least an hour of time outside of class. You miss a lecture, you miss an assignment, no make-ups. **Only with an approved documented excuse will make-up work be permitted.**

Can I make up lab assignments?

These assignments are structured in such a way late work is permissible. However, keep in mind that revising and resubmitting the material will have a shortened time-span. Furthermore, late work should be worked on only AFTER the current project is completed.

What is not an excused absence?

Some students spend all their creative energy finding an excuse for missing a class. If you do not have documented proof for missing a class (such as a doctor's excuse, funeral notice, work order from garage with your name and contact info, warrant from a police officer) then I do not need to know why you missed a class.

The best examples of this type of situation (all of which are authentic):

My mother's pet died and I had to console her.

My car had a flat on the highway. —or— I was stuck in rush hour traffic for three hours.

I had to appear in court to clear traffic tickets.

I had a headache / stomachache / ear infection / surgery, etc.

I have to leave class early for work / day care / pickup car, can I turn in the project first thing next class?

No. Be sure to schedule all outside events around school. Do not schedule school around outside events.

Your courses should be one of the top priorities on your list.

Can I work at home since I have the programs?

No. I need to see the work as it is completed and the progression of the projects, while you are in class. Projects created outside of the lab will have influences and resources which may interfere with the instruction process.

However, any additional work on a current project or any secondary resources applied to a current project is encouraged. For instance, stock images and clip-art are often re-used and quickly become stale and boring. Utilizing your own digital photos, scans, and illustrations add personality to the page. Building these outside of class will be advantageous to your work later in class.

I prefer one of the other labs. Can I work there instead?

No. I need to see the progression of your projects in the room assigned by the school.

I know a good reference book in the library. Can I use this?

Yes. Again, any outside influences on your creative work is encouraged. If during class you recall a book or periodical in the library with good photos to help your page design, by all means, use the available resources.

Can I use images taken off another web site?

No. For the first few assignments you will be using stock photography. Aside from copyright issues, the quality of the picture's resolution is an issue. Use your Photoshop and Illustrator skills to develop new graphics for your pages.

Can I use my own web site designs as class projects?

As long as you are recreating pages in class which follow the assigned project, there should not be a problem. Discuss with me the strategies and the plan-of-attack first and we can go from there.

My page shows up on the MAC computers, but does not work on a PC. Do I have to do the page over?

Yes. Unfortunately there are a few situations when MAC-based Dreamweaver does not agree with the PC monitors. Hopefully with Adobe's control on Macromedia products this will change.

I view all projects from a PC, just like 75% of the global computer work force. Therefore, your designs must function on a PC monitor. Usually this type of situation requires renaming an image, resaving it, and reloading it into the school server.

WEEK 01

tues. 10.02

- Introduction to class and basic HTML codes / web definitions / HTM, HTML, XHTML, CSS. Web typography.
- **project #1:** (homework) commentaries, due 10.09.07 BEGINNING of class.
- Web planning strategies: folders and subdirectories. Uploading files.
- **project #2:** working with Dreamweaver, generate a text-based XHTML home page.
- **project #2, part 2:** working with HTML codes, create basic text page.

WEEK 02

tues. 10.09

- Introduction to Dreamweaver: new documents, fonts, table manipulation, cell control. Adding images to documents.
- Web ad strategies. Jpgs vs. Gifs—part 1.
- **project #3:** Generate web advertisement **due end of class.**

WEEK 03

tues. 10.16

- Utilizing text and images in a DW table. Creating links: absolute vs. relative. Link design.
- **project #4:** Generate a XHTML text-heavy document, **due end of class.**

WEEK 04

tues. 10.23

- Review for MidTerm. Jpgs vs. Gifs—part 2. Table within table. Animated GIFs—strategies and techniques.
- **project #5:** Generate animated banner PSD, **due end of class.**

WEEK 05

tues. 10.30

- **MidTerm** || Page design strategies. Background control part 1.
- **project #6:** Navigation bar / page design with roll-over effect & animation, **due end of class.**

WEEK 06

tues. 11.06

- Meta tags and Search Engines. Anchor links. Email links. **project #7:** In class exercise. Utilizing I-frames.
- **project #8:** Page design with I-frame **due end of 11.16.07.**

WEEK 07

tues. 11.13

- Background control part 2. Link design. Mapped images in DW.
- **project #8:** Page design with I-frame **due end of class.**

WEEK 08

tues. 11.20

- InDesign techniques for generating a web-friendly PDF / linking to PDFs. Selecting a domain name. Discussion of Final Project.
- **FINAL project & Process PDF**

WEEK 09

tues. 11.27

- Splash/Home page strategies.
- **FINAL project & Process PDF**

WEEK 10

tues. 12.04

- **FINAL project & completed Process PDF due at end of class.**