1-2015

MART 232.02: Interactive Web II

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MISSOULA COLLEGE
THE UNIVERSITY OF MONTANA

Course Syllabus

Course Number and Title: MART232-SP15-Galipeau, Interactive Web II
(formerly CRT263- Galipeau, Web Design and Development)
Date Revised: Spring 2015
Semester Credits: 3
Prerequisites: CAPP120 or CSCI105 or consent of faculty
Faculty: Cheryl Galipeau
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COURSE DESCRIPTION:
Course provides students with the background and foundation skills required for designing and implementing Web sites for public and private organizations. Marketing and design techniques will be applied using state-of-the-art software.

COURSE GOALS:
Organizations need professional workers to conceptualize web solutions to solve problems. Students will gain practical experience planning, developing, designing and implementing effective, functional, and attractive html documents by:
1. Creating a personal or business website designed to project the goals and image of the site.
2. Utilizing market research, photo manipulation, and content development packaged into an .html format for web publishing.
3. Creating a portfolio for future job opportunities.

STUDENT PERFORMANCE OUTCOMES:
Upon completion of this course, the student will be able to:
1. Demonstrate brainstorming by envisioning a website through detailed web planning by communicating the purpose of the website, top tier goals and evaluative techniques, file management structure, navigation, metadata title/keywords/description, geographic considerations, priority public identification including needs, wants and accommodation, and web page content strategies.
2. Construct a simple personal student introduction using a plain text editor incorporating student generated text and images, lists, headings, rules, and relative and absolute links.
3. Compare and contrast layout grids for mobile, tablet, and desktop web functionality.

4. Use industry standard html web applications and tools to create, arrange and troubleshoot web elements, such as text, images, video, animation, links (internal, external, email, anchor, social networking), and sound.
5. Assemble web assets needed to construct a complete website using current W3C web document type standards, Search Engine Optimization strategies, and best web practices in CSS liquid/fixed container layout, navigation, and attractive web arrangement using principles and elements of design in an accessible web format.
6. Employ creative photo editing techniques to correct, rotate, crop, master selections, layer images, use layer masks, and use blending modes to create visually appealing images.
7. Use photo editing software to create, edit and customize digital images in appropriate image size, resolution, and file type optimized for the web.
8. Maintain consistent file management and file structure necessary to publish to a web server.
9. Publish website using file transfer protocol in Dreamweaver.
10. Appraise website through research, peer review, and personal assessment of website strengths and weaknesses.
11. Apply and follow ethical guidelines for privacy, plagiarism, and copyright to published website.

REQUIRED TEXT:

The Web Collection Revealed, Premium Edition, Adobe Dreamweaver CS6, Flash CS6, & Photoshop CS6, 2013, S. Bishop, J. Shuman, E. E. Reding, Delmar, Cengage Learning, Clifton Park NY (ISBN10: 1-133-81514-6, ISBN13: 978-1-133-81514-3)

SUPPLIES:

USB or Jump drive for transporting image and data files

COURSE OUTLINE:

I. Getting Started
   a. Idea generation
   b. Identification of goals and objectives
II. The Internet Environment
III. Photo and Text Manipulation
   a. Working with popular photo editors
   b. Layers
   c. Correcting and editing image
IV. Text
   a. Web safe fonts vs. images of text
   b. Text formatting techniques
V. HTML/XHTML/DHTML Editors
   a. A brief overview
   b. Popular Web authoring applications
   c. Setting properties
   d. Elements and attributes

    e. Cascading style sheets-CSS
        i. Layout
        ii. Navigation
    f. JavaScript programming language (brief overview)
    g. Source code basics
    h. The future

VI. File Management
    a. Establishing resource folders
    b. Creating the site map

VII. Tables
    a. Incorporating tables for precise layout
    b. Table, row, column, cell properties

VIII. Importing Graphics
    a. Bitmap vs. Vector
    b. JPG
    c. GIF
    d. PNG
    e. Custom buttons and images
    f. Optimizing images

IX. Links and Image Maps
    a. Link basics (relative and absolute)
    b. Target links
    c. Hot spot links (image map)
    d. Email links

X. Creating Dynamic Web Sites
    a. Popular multimedia Web authoring tools/applications
    b. Animations and movies
    c. Forms
    d. Dynamic content
    e. Rollover effects

XI. A Survey in Putting it all Together
    a. Testing your site
    b. Publishing your site
    c. Web hosting basics
        i. Placement and submission criteria
        ii. Metatags and search engine optimization
        iii. E-commerce functions

GRADING:

Student's final grade will be based upon cumulative quiz/exam scores, presentations, case or textbook studies, projects and assigned work. Unless special circumstances exist and student submits an excused absence (example: a Doctor's note for illness), student will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final exam is not taken/presented on the assigned date. Please refer to the final exam schedule posted on the UM Website. Quizzes may be

given announced or unannounced. Students who are absent from class when a quiz is announced will not be excused from the quiz when it is administered. It remains the students responsibility to obtain information missed if absent.

MAKE-UP QUIZZES:

Make up quizzes will ONLY be allowed if the student meets the following criteria:

1. The student has a legitimate reason for missing the class when the quiz is administered (with a documented excuse for absence).
2. The student contacts me PRIOR to the quiz being administered. This may be done by direct face-to-face contact, via telephone/voice mail. You may NOT use another student to communicate your absence.
3. The make-up test must be taken prior to the next class unless extended illness or legitimate reason is indicated.

GRADING SCALE:

Grades are not "rounded" or "curved" and cutoffs are not compromised.

90-100%	A
80-89%	B
70-79%	C
65-69%	D
<64%	F

COURSE ASSESSMENT:

Students will create a textbook-based website, several Photoshop images, a Flash project, and a complete website conceptualized, created and designed by the student. Students will be assessed for accuracy, thoroughness and completeness of the textbook-based website project. Each chapter is assessed as a percentage of the overall textbook-based website project. In addition, students create assignments using Photoshop and Flash projects, which will be assessed for composition, balance, color, selection quality, and attractiveness. The student website, approximately 25% of the overall grade, will be assessed by first impression, execution of goals and objectives, organization, technical and file management accuracy, attractive layout and design, consistent navigation, and aesthetics (color, images, typography). The course final exam requires students to create a report and present their website to peers.

MISSED NOTES/ASSIGNMENTS:

It remains the student's responsibility to obtain lecture notes and assignments that are missed. Students who miss group/classroom activities that are graded may not receive credit. Many of these activities are based upon group/classroom interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes. Missed handouts may be obtained from me.

OUTSIDE CLASSWORK:

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due when announced, unless otherwise stated in class. All assignments are expected to be typed, and include the student's name and course section number. Students may submit outside classwork via the Missoula College student drive, an online "file upload", or email attachment as per faculty instruction. Outside work may make up a large portion of your grade and should not be ignored.

INCOMPLETE GRADES:

An "I" incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

ACADEMIC INTEGRITY:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Student Conduct Code is available online for review at http://life.umt.edu/vpsa/student_conduct.php.

DISABILITY ACCOMMODATION:

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the Disability Services for Students website at http://www.umt.edu/dss/ or call 406.243.2243 (Voice/Text).

USE OF PERSONAL ELECTRONIC DEVICES:

As a general rule, cell phones are inappropriate during class times. However, to some students, unique circumstances require their use (i.e. emergencies, health, and absolute business necessity). If you absolutely require their use, you must adhere to the following criteria:

1. If they are not required, please turn them off, or on vibrate mode.
2. If receiving a call, leave the room quietly. Do not conduct your conversation in class. (You are responsible for notes missed)
3. There will be no use of cell phones or other tablets during the midterm or final exam. Due to testing standards, you may not leave the room during a quiz or exam and cell phones must be turned off.
4. You may bring an I-pod to class only during the days we are working on projects that do not include lectures.
5. Please be courteous of your classmates. Should this policy create routine distractions, I will ask you to leave the class. A positive learning environment will be maintained.

FIELD/LAB ASSIGNMENTS (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as and economic hardship should customer traffic or purchasing be affected.

Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel.
5. Be courteous and thank the business for their time and efforts.
6. Never use inappropriate language.

*It is a privilege for us to learn from these businesses and not take them for granted.

QUESTIONS OR CONCERNS:

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer these as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.