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Spring 1-2016

### MART 341.50: Introduction to Web Design

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## Welcome to MART 341: Introduction to Web Design

Spring 2016

Online Course

Credits: 3

Professor: Justin Lewis

Email: [justin1.lewis@umontana.edu](mailto:justin1.lewis@umontana.edu)

Office: 234 McGill Hall

### **Office Hours:**

Monday 10:00 am – 12:00 pm

Tuesday 11:00 am – 12:00 pm

Wednesday 3:30 pm – 4:30 pm

### **Overview:**

Throughout this course, students will have the opportunity to gain many of the fundamental skills needed to meet today's world of website design and development. Many of the tools we will be using will be applicable across all the major web design platforms. We will see that building web pages with only HTML and CSS, using powerful content management systems, and even creating complex interactive functions and user experiences all have common elements within them. Gaining an understanding of the overall environment of web design technologies will allow for a more integrated set of web design skills and a greater understanding of how the Internet works.

This course is designed for the beginner of web technologies and no previous knowledge of web design is needed. With a little effort, by the end of this course you will have a fully functioning and professional website that you can use for your portfolio, business, personal blog, or any other project that you choose.

Students will have the opportunity to gain a deeper understanding of how the concepts that govern these interactive technologies are integrated and applicable across numerous development platforms.

### **Course Goals:**

- Understand how the Internet and World Wide Web work
- Be able to write HTML and CSS
- Build a professional online presence
- Learn how to set up a hosting account and publish a website on the Internet
- Learn how to properly install a content management system (CMS)
- Understand how to use 3<sup>rd</sup> party modules and widgets
- Create image and video galleries
- Customize CMS templates and themes

**The Course Website:**

The course website contains the majority of learning materials for this class. Be sure to watch all of the videos and tutorials, explore the provided reading materials, and download the example projects and demonstrations for each weekly assignment.

Course website: <http://webdesignzoo.com/round1/>

**Course Format:**

MART 341 is a fully online course. For those of you in Missoula, you are welcome and encouraged to work in our Online BA lab. The lab offers computers with the software you will need, and most importantly, provides the opportunity to connect with other students and faculty in our digital arts community. For the distance learner, please note that you are always welcome to set up a Skype chat with your professor.

**Moodle:**

This is where your assignments are turned in and where important assignment information lives. All assignments must be uploaded to the course Moodle to receive credit. Please check your Moodle grade book often to monitor your progress.

**Requirements for this course:****Code Editor**

You will need a good code editor such as Komodo Edit or Adobe Brackets. Both programs are free. You are welcome to use any code editor you wish as long as it can be used to create HTML and CSS documents. The video tutorials will be in Brackets and Komodo.

**Web Hosting Service**

You will need web hosting by Week 6. You must have your own web address and a hosting package that comes with cPanel and phpMyAdmin. Some good companies are Justhost, Bluehost, Godaddy, and Hostmonster. Call your host company if you are not sure if their service offers cPanel with phpMyAdmin. Please be aware that Godaddy will sell you a hosting package without cPanel if you do not specifically ask for a package that comes with cPanel.

**Firebug for Firefox or Chrome Inspector**

Both Firebug and Chrome Inspector are free development tools. You must add Firebug as an extension to your Firefox browser. Google Chrome comes with Inspector already installed.

## **Requirements for this course continued:**

### **Student Email**

All communication with your instructor must be made through your University of Montana email account. Please do not contact your instructor through a private email account such as Gmail or Yahoo. All assignments must be submitted through Moodle to be accepted for grading. Please note that assignments submitted through email will not be accepted. Please allow up to 24 hours for a response when emailing your instructor, Monday through Friday. The instructor is not required to respond to emails on Saturday or Sunday.

### **CMS**

By Week 6, you must have a content management system (CMS) installed using your hosting account. Only a WordPress from Wordpress.org (not the free blogging tool from Wordpress.com), Joomla 3, or Drupal 8 will be accepted. Wordpress.org CMS, Joomla, and Drupal are free and can be easily installed directly through your cPanel. Tutorial videos will be provided. **Drupal may only be used upon instructor approval. Contact your instructor if you want to use Drupal.**

## **Important Notices:**

### **Drupal**

As stated above, Drupal may only be used upon instructor approval. Drupal is not for beginners of web technologies. It will require more work and **MUST** first be approved by your instructor.

### **WordPress**

WordPress.com websites **will not be accepted**. You must use WordPress from WordPress.org so that you have access to all host company features such as creating child themes, having access to a file manager in cPanel, phpMyAdmin database backups, 3<sup>rd</sup> party plugins, and your own web address. The free WordPress that you can install through a host company like Godaddy or Bluehost is the correct one.

## **Course Outline:**

### **Week 1: Quiz**

This first week we will have a short quiz on the course materials and basic web development terms. Due date: Tuesday, February 2, 9:00 PM.

### **Week 2: HTML 1**

A basic introduction to HTML code! You are welcome to use any HTML editor you wish, however the class demo videos will be using the free software Komodo Edit and Adobe Brackets, which you can download and use to follow the tutorials. Due Date: Monday, February 8, 9:00 PM.

**Week 3: HTML 2**

Taking HTML a step further, we begin looking at ways to add media and to organize our content in meaningful ways using. Due Date: Monday, February 15, 9:00 PM.

**Week 4: CSS 1**

We continue our coding journey with a basic introduction to styling our content with CSS. Due Date: Monday, February 22, 9:00 PM.

**Week 5: CSS 2**

Taking CSS a step further, we will be exploring more ways to organize and style content and how to create simple user interactions such as mouse hover effects. Due Date: Monday, February 29, 9:00 PM.

**Week 6: Going Further**

This week we will be creating visual site maps and setting up hosting. By the end of this week students must have a brand new install of Wordpress (from Wordpress.org), Joomla, or Drupal ready to go using their own web addresses. Due Date: Monday, March 7, 9:00 PM.

**Week 7: Articles, Posts, and Pages in a CMS**

This week we will be creating the articles, posts, and pages that will make up the basic structure of our websites. Due Date: Monday, March 14, 9:00 PM.

**Week 8: Formatting with WYSIWYG**

You will be using an HTML editor to format the text and images within your pages, articles, and posts. You will also be adding images, links, and embedded videos to your new website. Due Date: Monday, March 21, 9:00 PM.

**Week 9: Backups**

Creating backups of your website files and databases using cPanel and phpMyadmin. The backups will save you when your website goes down. Due Date: Monday, March 28, 9:00 PM.

**Week 10: Templates and Themes**

You must have a new template or theme uploaded and installed on your CMS. It is very important that you generate a backup of your site and your database before you install a template or theme. A template or theme that isn't compatible or conflicts with existing modules could result in your site going down. Without a backup, you will have to build your website again. Due Date: Monday, April 11, 9:00 PM.

**Week 11: Contact Forms**

Set up a contact form so that your viewers can contact you without actually seeing your email address. This will help keep you safe from spambots and junk email. Due Date: Monday, April 18, 9:00 PM.

**Week 12: Lightbox Galleries**

Add a Lightbox or similar "popover" function to an image gallery. Due Date: Monday, April 25, 9:00 PM.

**Week 13: Child Themes**

This week we will create child themes for your CMS. Child themes allow us to edit our CSS without altering the original template code. Due Date: Monday, May 2, 9:00 PM.

**Week 14: Child Themes 2**

Continuing on with our exploration of child themes, we will be looking at more ways to expand the customization our templates using CSS. Due Date: Monday, May 9, 9:00 PM.

**Grading Policy:**

**Points towards your final grade will be earned according to the following:**

- Name each assignment zip file you upload to Moodle like this: YourLastName\_YourFirstName\_A2. For example: Brando\_Marlon\_A2. Note that in this case A2 stands for Assignment 2. Failure to name your assignment accordingly will result in loss of points.
- Late work will result in the automatic deduction of 2 points per assignment. Please see assignment point breakdown below to see how many points each assignment is worth. Late work will not be accepted under any circumstances after Friday of finals week.
- Please note that a complete website handed in at the end of the semester without first showing work in progress starting with a default install of Wordpress.org CMS, Joomla, or Drupal will not be accepted and will result in an automatic failing of the course. This is so that the instructor can monitor your progress as you build your websites throughout the semester.
- Fully functioning and accurate execution of the assignments is mandatory to receive full points.
- No broken links or images.
- No "demo content" from a theme or template can remain on your final website submission.
- 5 points of your final grade are earned for class participation. Note that in an online course, class participation includes exploring all the resources on the class website, including all tutorial videos, reading assignments, and the downloading every example project. See the final assignment in Moodle for more details.

**Grading Policy continued:**

- Students must demonstrate a clear understanding of each assignment.

**Late Submission Policy:**

Note that broken computers, lack of Internet access, missing or lost files, and having a busy work schedule are never under any circumstances accepted excuses for late work in an online course. Always back up your work to an external drive so that you can freely move your work from one computer to another when needed. Keep in mind that if you are located in Missoula, you have access to our staffed Online BA computer lab.

Emailing your professor for help right before an assignment is due is not an acceptable excuse for a late assignment. Please allow up to 24 hours for a response, Monday through Friday.

**Assignment Points Breakdown:**

Assignment 1: 5 points  
Assignment 2: 7 points  
Assignment 3: 7 points  
Assignment 4: 7 points  
Assignment 5: 7 points  
Assignment 6: 7 points  
Assignment 7: 7 points  
Assignment 8: 7 points  
Assignment 9: 7 points  
Assignment 10: 6 points  
Assignment 11: 7 points  
Assignment 12: 7 points  
Assignment 13: 7 points  
Assignment 14: 7 points  
Class Participation: 5 points

**Grading Percentage Breakdown:**

94 – 100: A  
90 – 93: A-  
87 – 89: B+  
83 – 86: B  
80 – 82: B-  
77 – 79: C+  
73 – 76: C  
70 – 72: C-  
67 – 69: D+  
63 – 66: D  
60 – 62: D-  
0 – 60: F

**Student Conduct Code:**

[http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)