

New Course Request

Indiana University

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit Graduate credit Professional credit

1. School/Division Informatics 2. Academic Subject Code NEWM-N
3. Course Number 213 (must be cleared with University Enrollment Services) 4. Instructor Staff
5. Course Title Web Design

Recommended Abbreviation (Optional) _____
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2010

7. Credit Hours: Fixed at 3 or Variable from _____ to _____

8. Is this course to be graded S-F (only)? Yes _____ No

9. Is variable title approval being requested? Yes No

10. Course description (not to exceed 50 words) for Bulletin publication: P: N101, N102. Introduction to the design and production of small- and medium-sized Web sites. Topics include audience analysis, site planning and mock-ups, layout considerations, design principles, and navigation issues. Working individually and in teams, students will launch one or more media-rich Web sites.

11. Lecture Contact Hours: Fixed at 3 or Variable from _____ to _____

12. Non-Lecture Contact Hours: Fixed at 0 or Variable from _____ to _____

13. Estimated enrollment: 25 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: F/S Will this course be required for majors? _____

15. Justification for new course: Redesign of New Media Curriculum

16. Are the necessary reading materials currently available in the appropriate library? Yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: M. Pauline Beh Date 6/30/2009
Department Chairman/Division Director

Approved by: [Signature] Date 1 July 2009
Dean

Date _____
Dean of Graduate School (when required)

Date _____
Chancellor/Vice-President

Date _____
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

Web Design N213

Instructor: Staff

Course Description

Introduction to the design and production of small and medium-sized Web sites. Topics include audience analysis, site planning and mock-ups, layout considerations, design principles, and navigation issues. Working individually and in teams, students will launch one or more media-rich Web sites.

Prerequisite: N101, N102

Required Text:

Learning Web Design (3rd edition)
By Jennifer Niederst Robbins
O'Reilly Press
ISBN: 0596527527

Course Introduction

Web design is a course that utilizes strategic thinking, information architecture and principles of design in the creation, production, and management of online publications. Students should understand the disciplines involved with web design through the use of several applications. Students should be able to discover the major steps in web design which include concept and research, content, visualization, production, prototype testing, and delivery. Other topics covered include file management, identifying a target audience, interface design, and design deconstruction.

Course Outcomes: By the end of the course, you will be able to:

- Plan a website using current guidelines and standards
- Design and produce a dynamic web site
- Work with elements (graphics, animation, audio, and video) in the design and development of a web site
- Discuss issues that relate to web site usability and accessibility
- Develop a technical and aesthetic approach to design
- Demonstrate successful programming approaches using HTML, XHTML, and CSS

Expectations/Guidelines/Policies

Attendance: This class meets once per week. You are expected to attend every class. Attendance is required. Failure to attend class could result in a reduction or failing grade. At each class session, an attendance roster will be passed around the class. Your signature is confirmation that you will receive credit for that day's attendance. (10 points if you attend, 0 points if you miss).

Homework Assignments: There are (10) homework assignments; each worth 20 points each. Late assignments will be automatically reduced by 50%.

Final Project: Each student will design and develop his/her own personal website. Criteria for the final project will be distributed to students during the week (March 12) before Spring Break.

Quizzes: A short quiz covering the topics and examples given during the previous week will be given at the start of each class. (See weekly schedule for details).

Exam: There will be one exam given during this semester. This exam will cover terminology, concepts, and problem-solving related to web design issues covered in class lectures.

Specific pre-class readings: Class readings will be outlined in the reading schedule and are based on the textbooks selected.

Grading Information:

Quizzes – 14 @ 10 points each [online] Total = 140 points

Homework Assignments 10 @ 20 points each Total = 200 points

Final Project Total = 100 points

Final Exam [online] Total = 100 points

Attendance 15 Class sessions @ 10 points each Total = 150 points

Total Possible Points = 690 points

Grading scale [points]

780 – 850 = A

645 – 779 = B

585 – 644 = C

400 – 584 = D

0 – 399 = F

Weekly Schedule of Topics

1 Course Introduction: Knowledge Assessment, Syllabus
Overview of Internet: History, Servers, URLs, Browsers, HTML vs. XHTML
• Read Robbins Ch. 2

2 Concepts of Web Design: Navigation, Color, Typography, Layout
Analyzing Sites: Form and Function, Usability, Accessibility
Web Standards: Validation
Group Project: Team Assignments
• Read Robbins Ch. 3 p. 32-35 and Ch.10

3 Strategic Planning: Audience, Message, Attitudes, Copy Points
Dreamweaver: Overview, Defining and Managing Sites
Fireworks: Overview
Group Project: Client Meeting
• Site Analysis
• Read Robbins Ch. 3 p. 29-32, 35-48

4 Development Process: Research, Visualization, Structure
Getting Started: Introduction to (X)HTML
• Group Project: Strategic Plan
• Read Robbins Ch. 4 p. 51-65 and Ch. 20

5 Formatting the Page: Building Blocks, Lists, Text
Color On the Web: RGB, The Web Palette

Dreamweaver: Color By Names & Numbers

- Group Project: Outline & Flowchart
- Read Robbins Ch. 5 p. 71-82 and Ch. 13 p. 233-240

6 Working with Graphic Elements: Image Optimization, Layout, Spacing, Alignment

Dreamweaver: Image Backgrounds, Rulers

Fireworks: Site Headers

- Lab 1: Color Schemes
- Read Robbins Ch. 7 p. 115-121 and Ch. 18-19

7 Navigational Elements: Anchors, Internal vs. External Links, Targets

Dreamweaver/Fireworks: Image Maps, Rollovers, Drop-Down Menus

- Lab 2: Site Header
- Read Robbins Ch. 6 and Ch. 7 p. 122-128

8 Cascading Style Sheets: Formatting

Dreamweaver: Inline, Imported and External Styles

- Lab 3: Navigation Bar
- Read Robbins Ch. 4, p. 66-68; Ch. 11 p. 187-198; Ch. 12 and Ch. 13 p. 240-260

9 Cascading Style Sheets: Layout

Dreamweaver: Box Model, Divisions, Positioning

- Lab 4: Styles
- Read Robbins Ch. 5 p. 86- 94; Ch. 11 p. 199-201 and Ch. 14-16

10 Layout Strategies: Tables

Dreamweaver: Table Structure, Alignment, Spanning, Sizing

- Individual Project: Personal Site
- Read Robbins Ch. 8

11 Layout Strategies: Templates

Dreamweaver: Templates, Editable/Optional Regions

- Lab 5: Layout

12 Incorporating Multimedia: Adding Sound and Video

Design Techniques: Bullets, Rollovers

Dreamweaver: Javascript, DHTML, Behaviors

- Group Project: Rough Comps
- Read Robbins Ch. 17

13 Web Publishing: FTP, Domain and Web Hosting, Browser Testing, Promoting Your Site

Future of the Web: Web 2.0

Dreamweaver: Alternate Text, META Tags

- Group Project: Usability Testing
- Read Robbins Ch. 21

14 Flex Day/Open Lab • Post-Test

15 Final Presentations • Group Project: Client Site