New Course Request

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. 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 [✓] No [ ]
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: [Signature] Date 4/30/2009

Department Chairman/Division Director Date

Dean of Graduate School (when required) Date

Approved by: [Signature] Date 1/July 2009

Dean Date

Chancellor/Vice-President Date

University Enrollment Services Date

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.
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
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