

Web Publishing II

Intermediate and advanced web standards solutions

DGME 350-001

Instructor: Thomas Michaud

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Class Time: Tuesdays and Thursdays, 12:30-1:45

Class Location: Harrigan Hall room 205

Lab Time: arranged

Final Exam: Tuesday, April 29th, 1:30-3:30p

Required Texts:

The CSS Anthology: 101 essential tips, tricks & hacks (2nd ed.), by Rachel Andrew

Supplemental Texts:

Transcending CSS: The Fine Art of Web Design, by Andy Clarke

Prerequisites:

DGME 250 (A good knowledge of Photo-Imaging Software is also essential)

Note:

The instructor assumes all students enrolled in this course have satisfactorily completed all prerequisites for this course, and that the student will have the basic skill needed to participate fully in class.

Course Description:

An advanced Web standards study of XHTML and CSS; a look at how the essential part of a professional Web designer's job is to understand the fundamentals of meaningful markup and CSS. Students will work on projects in-class and long-term out-of-class projects. Additionally, XML, XSLT, PHP and Javascripting may also be introduced to help better organize and add dynamic elements to the students work.

Objectives

To Provide the student with a working knowledge of:

1. The importance of Semantic Markup
2. Designing with Cascading Style Sheets (CSS1 and CSS2.1)
3. Advanced File Structuring
4. Principles of Web Design
5. Web Standards and Issues
6. Getting people to return to your site
7. Web Standards and Issues
8. Designing for Handheld Devices
9. Filling in with Javascript

Class Rules

Most importantly, it is important to respect the right of all others in their use of equipment and of the equipment itself.

1. While in the Lab, all posted MacLab Rules apply at all times
2. No Food or Drink in Classrooms or Labs
3. Students are expected to be on time to all classes and labs
4. Students may receive the grade of "F" in the class if more than 20% of appointments are missed, in accordance with this and other University policies regarding attendance.
5. Classes will be excused only due to doctor's note or pre-arrangement made with the instructor. Absence does not excuse students from tests or deadlines for assignments.
6. Assignments given in this class will quite often give the student a large amount of creative freedom of expression, which is encouraged. However, the instructor has the right to refuse to accept assignments that depict or promote violence, pornography, or otherwise fall outside of Christian ideals.
7. Some assignments will require you to publish onto your website, with specific instructions as to where it needs to be located.

Purpose of Syllabus

All students in the course are expected to read and be familiar with this syllabus. The syllabus has been prepared to assist you in understanding what is expected of you and to permit you to plan your time in conjunction with demands from other courses and responsibilities. Although care has been taken in preparing this syllabus, there may be times with the syllabus may need to be changed as necessary and appropriate, in areas such as policies, topics, due dates, or other items. Any changes will be announced as far in advance as possible.

Course Fee

\$89.00 per semester fee for lab usage (automatically to your student account.) \$25 Software fee (waived if you have, and use for class, a laptop and software).

Academic Honesty

The web provides many opportunities for plagiarism and academic dishonesty. Class policy in this matter will be as set forth in the Andrews University Bulletin. These opportunities also will often involve copyright infringement as well, where legal issues may arise. Great care needs to be exercised in this area.

Statement Regarding Students with Disabilities

Andrews University accepts and appreciates diversity in its students, including students with disabilities. Accordingly, students with documented disabilities are encouraged to inform the University of their disability and enter into a dialogue regarding ways in which the university might reasonably accommodate them. If you qualify for accommodations under the Americans with Disabilities Act, please see the instructor as soon as possible for referral and assistance in arranging such accommodations.

Final Exam

The final exam will be held on the time stated in the bulletin. No early exams will be given for any reason, including, but not limited to: plane tickets, weekend in Chicago with friends, important sporting event on television, etc.

The exam will be Skills-based; showing your ability in developing a structured content and applying design.

Grading Criteria

All assignments will be graded on the following criteria:

1. Punctuality, as per the policy regarding attendance
2. Technical Correctness
 - Coding
 - Validation
 - Proper structure (semantic markup)
3. Completion of projects
 - On-time
 - Following directions, but
 - Did you also go beyond expectations
4. Design aesthetics and principles
 - Keeping with Design Layout Principles
 - Intuitive, well structured, design
5. Quizzes
 - Short, in-class, projects that will review readings and discussions
6. Exams
 - Midterm and Final

Point Percentages

The following is a breakdown of how many percentage points each area assignment type will contribute to your final grade.

Projects.....	30%
Quizzes.....	15%
Midterm	20%
Final Project.....	35%

Letter Grades

"It is planned that grades will be based on the following percentages. However, if there are unusual circumstances, all percentages may be lowered by a constant amount.

A.....	93-100%
A-	90-92%
B+	87-89%
B.....	83-86%
B-	80-82%
C+.....	77-79%
C.....	73-76%
C-	70-72%
D	60-69%
F	Less than 60%