



## **WD103 - Introduction to Web Design & Development 2019 Course Syllabus**

### **Course Information**

#### **Instructor Information**

- **Instructor:** Fred Winton
- **Office Hours:** By appointment
- **Platt E-mail:** fwinton@platt.edu

#### **Course Dates & Schedule**

- December 11, 2018 - January 24, 2019.
- Monday – Friday 8:00 - 12:00

#### **Course Description**

- Introduction to Web Design and Development (WD103) introduces students to HTML & CSS using a text editor. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and résumés to the World Wide Web using FTP.

#### **Course Length**

- Technical classes 100 hours
- General Education classes: 30 hours

#### **Credit Hours**

- Terms 1-4: 4.5 semester credit hours
- Terms 5-6: 5 semester credit hours
- All Portfolio classes (PP100/PP200): 4.5 semester credit hours
- All General Education classes: 2 semester credit hours

#### **Prerequisite**

- Photoshop

## **Textbook & Course Materials**

- **Required Text(s):**
  - HTML & CSS by: Jon Duckett
- **Recommended Texts & Other Readings:**
  - w3.org

**Important Note:** This syllabus, along with course assignments and due dates, are subject to change. It is the student's responsibility to check with the instructor for corrections or updates to the syllabus. Any changes will be clearly explained and announced by the teacher.

## **Learning Outcomes & Objectives**

At the completion of this course students will:

### Course Objectives

- Have a solid understanding of the Internet and the World Wide Web and their functionalities.
- Be able to create, edit, and link html documents using a text editor. (html)
- Control and unify website styles using css.
- Be able to create and compress web graphics using Adobe Photoshop.
- Upload their personal websites and resumes to the World Wide Web using FTP.

### Student Learning Outcomes

- Complete HTML / CSS Resume
- Complete 10 page (minimum) website on chosen subject
- Have resume and website hosted live on the World Wide Web

## **Instructional Method**

Course material and learning experiences are provided through lectures, as well as demonstrations, class discussions, reading, online tutorials, exercises, creative projects and critiques. A strong emphasis is placed upon individual assistance for technical and creative development. Printed guidelines and requirements are provided for each creative project. Project deadlines are important and must be respected. Late projects result in grading penalties.

## **Daily Schedule**

**Important Note:** Refer to the course calendar for specific meeting dates and times. Activity and assignment details will be explained in detail within each week's corresponding learning module. If you have any questions, please contact your instructor. Class schedule is subject to change.

## 1 - Module Introduction (intro)

- Introductions
- Guidelines
- Expectations
- Course description
- Networks
- History of the Internet

## 2 - What is the Internet? (1)

- TCP/IP, DNS, HTTP & FTP
- Domains & how the Web works
- Connectivity, platforms & browsers
- HTML markup text files
- Tim Berners Lee & the W3C
- Web page building blocks
  - Tags attributes & values
  - Block vs. inline elements
  - Parents & children – generational structure
  - Absolute & relative file paths
  - File naming, file management & doc type
  - Cascade & specificity
  - Creating, saving & editing documents

## 3 - Introduction to html (2 & 3)

- Web page structure
- Encoding declaration
- Head, body & title
- Headlines & paragraphs
- Naming elements
- Divisions, spans & comments
- Text: bold, italicized, size in browser, preformatted, quoting & space

## 4 – Class assignment & html lists (3)

- Ordered
- Unordered
- Definition

## 5 – Links & anchors, absolute & relative paths, embedded images & compression (4 & 5)

- Absolute vs relative file paths

- Page anchors, mailto & targeting
- Gif, jpg, png
- File paths
- Image links

#### 6 - Tables for displaying data (6)

- Table tags & attributes
- Table, row & cell
- Backgrounds, color, borders, alignment, cell padding & spacing

#### 7 - CSS Selectors (10, 11 & 12)

- Tag
- Class
- Id
- Pseudo
- Contextual
- Inline, embedded & external styles
- Cascade & specificity

#### 8 - Web graphics & animation (16)

- Backgrounds
- Automation
- Animation

#### 9 – User Interfaces (8)

- Sizes
- Considerations
- Process

#### 10 - User Interfaces (13)

- Photoshop
- Slicing
- Compression
- Exporting

#### 11 – Applying styles & layout (ch 14)

- Document structuring
- Positioning & layout
- Background & borders
- Changing the cursor
- Margins & overflow

#### 12 - Styles & Layout continued (15)

13 - Styles & Layout continued (17)

14 - Styles & Layout continued (18)

15 – Intro to class project

16 - Domain names & web hosting

- Domains & DNS
- Domain Name Registration
- Hosting & servers

17 - File Transfer Protocol

- FTP applications
- Assignment: find host and upload resume

18 – Production Workday

19 - Forms (14)

- Input fields
- Form elements
- Action & Submit

20 - Introduction to JavaScript

- Link status
- Pop-up messages
- Swap Image
- Controlling window size

21 - Production workday

22 - Production workday

23 - Production workday, final review

24 - Presentation of website project

25 - Final Exam, Back-up files

*Please keep in mind that this is the projected schedule of this class. There is a lot to cover and, if necessary, some subjects may take more or less time to cover, or may be covered on other days to make time for the needs of the class.*

# Grading Policy

## Graded Course Activities

Points	Description
100	Quiz 1
100	Quiz 2
100	Quiz 3
100	Class Assignments
200	Final Exam
400	Final Website Project
1000	Total Points Possible

## Checking Grades in ThinkWave

Points you receive for graded activities will be posted to the course grade book in ThinkWave.com.

## Letter Grade Assignment

Final grades assigned for this course will be based on the percentage of total points earned and are assigned as follows:

Letter Grade	Percentage	Performance
A	90-100%	Excellent (4.0)
B	80-89%	Above Average (3.0)
C	70-79%	Average (2.0)
D	60-69%	Below Average* (1.0)
F	0-59%	Failing Work / Unsatisfactory
WE	0	Withdraw/Exception
WF	0	Withdraw/Fail
W	0	Withdraw

TC	Transfer Credit	Transfer Credit
CX	Credit by Exam/ Portfolio Assessment	Credit by Exam/ Portfolio Assessment
INC	Incomplete	Incomplete

\*No credit is granted for a D grade in technical courses, but is granted for General Education courses if a cumulative 1.8 grade point is maintained for the General Education module, and the student maintains a cumulative grade point average of 2.0.

## Platt College San Diego School Policies

### Late Work/Make Up Policy

Deadlines are important and affect your grade if they are not met. There will be no make up assignments, quizzes, or late work accepted without a serious and compelling reason, and with instructor approval.

There is no makeup opportunity for an unexcused absence the day of a midterm, quizzes, presentations or final exam. For excused absences and at the instructor's discretion, the makeup work/exam must be completed by the time determined by the instructor.

### Incomplete Policy

Under emergency/special circumstances, students may petition for an incomplete grade (INC). An incomplete grades will only be assigned with the instructor's approval, and under extenuating circumstances. The incomplete grade must be resolved within 14 calendar days of the module end date, or a grade of F will be issued. Extenuating circumstances or emergencies are defined as documented and significant change in work hours, resulting in student unable to attend class, or documented and severe physical/mental illness/injury to the student or student's immediate family.

### Attendance Policy

Attendance is recorded by hours and not days. Early departures and late arrivals negatively affect attendance. Regular attendance is expected of the student. If a student miss the first class session of a new module without a valid excuse, he/she may continue in the course at the discretion of the instructor, providing the hours are made up as noted in the Make-Up Policy.

Students who miss more than 20% of the scheduled hours in a course will be withdrawn from the course (refer to the Grading System section for more information). Nevertheless, the instructors have the prerogative to enforce less than 20% of the scheduled hours based on the specific requirements of each course. Extenuating circumstances may lead to an exception of the withdrawal, but this is the decision of the instructor and the Director of Education.

Three consecutive unexcused absences may result in a withdrawal from the course. In addition,

students are automatically withdrawn from the program 14 days after their last day of attendance.

Students must attend the first class session of a new module. If a student missed the first class session of a new module without a valid excuse, they may continue in the course at the discretion of the instructor.

### **Class Participation, Speaking Assignments and Presentations**

Participation is measured by attendance and in-class activities. You are expected to follow the school attendance policy. In addition, you are expected to participate in lectures, all in class or online activities listed in the course calendar, demonstrations, and all group activities including field trips. Completing exercises and projects within deadlines is required. All students must participate in group critiques, these presentations are part of the project's grade. You are responsible for asking questions to the instructor or Digital Media Adviser (TA) regarding course material, scheduling of projects, presentations, quizzes, etc. and to keep up with the class' progress.

### **Complete Assignments / Deadlines**

Assignments must be submitted by the given deadline or special permission must be requested from instructor *before the due date*. Extensions will not be given beyond the next assignment except under extreme circumstances.

### **Outside Class Time**

Students are expected and required to work outside of class time. The amount of outside class time varies from course to course. Expected outside class time requirements are listed below:

- Terms 1-4 classes: 50 hours
- All Portfolio classes: 100 hours
- All GE classes: 60 hours
- Terms 5-6 classes: 90 hours

Scores or grades for the following assignments/activities are accounted in the final grade:

- Homework assigned in class: reading, exercises, and project research
- In class presentation: topics are assigned by instructor
- Extracurricular activities (to be announced)

### **Build Rapport/Communicate with your Teacher**

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that we can help you find a solution.



## **Accommodations**

Students with disabilities who may need special accommodations in any class must notify the admissions representative prior to the program start date. Documentation of the student's disability and how it impacts the student's participation must also be submitted to the admissions representative prior to the program start date. All reasonable efforts will be made to provide the requested accommodations. All other special accommodations must be approved by the Director of Education.

## **Class Rules & Etiquette**

All students will be treated fairly and with respect. Verbal or physical abuse will not be tolerated. If these expectations are violated, the violator will be appropriately disciplined, which may include: a verbal warning, class suspension, expulsion from the class, and expulsion from the college.

Students are limited to the use of their own login on the computers. It is against school policy to access the desktop assigned to another student. There is no eating allowed in the classrooms. Beverages are allowed in spill-proof containers. Each student is responsible for keeping his or her station clean. Listening to music is allowed on headphones only. You are required to be courteous to the teaching assistant. He/she is in the classroom to aide you and the instructor and is not responsible for the course content.

## **Students Concerns**

Any concerns regarding policies or procedures of this course as stated in this syllabus, or as they occur in the duration of the course, should be discussed directly with the instructor. Please set up an appointment to discuss your concerns. Students wishing to resolve complaints regarding grades should first contact their instructor. Other problems or complaints may be addressed by the Director of Education.

## **Honesty Policy**

Academic honesty is a cornerstone of the educational community; therefore, students are expected to understand the standards of academic honesty as they pertain to students' behavior in classroom.

### ***Plagiarism***

It is important for students to acknowledge sources that are used for completing classroom assignments. Plagiarism is a form of academic dishonesty.

Plagiarism may be any one of the following:

1. Verbatim copying without proper documentation of the source(s).
2. Paraphrasing without proper documentation of the source(s).
3. Unacknowledged appropriation of information or ideas from someone else.

If students have any questions about these forms of plagiarism or about an assignment they are preparing, they should ask their instructor for clarification rather than risk unintentional plagiarism.

### ***Cheating***

It is important for students to act in an honest and trustworthy manner. Work performed on examinations or other forms of evaluation must represent an individual's own work, knowledge and experience of the subject matter. Students are expected to follow the classroom rules established by the instructor.

Cheating may be any one of the following:

1. Unauthorized looking at or procuring information from any unauthorized sources or from another student's work during an examination or from any work that will be graded or given points.
2. Unauthorized acquiring, reading or learning of test questions prior to the testing date and time.
3. Changing any portion of a returned graded test or report and resubmitting it as an original work to be regraded.
4. Presenting the work of another as one's own for a grade or points.
5. Knowingly assisting another student in cheating.

This list is not all-inclusive and the list itself is not meant to limit the definition of cheating to just these items mentioned.

### ***Consequences of Academic Dishonesty***

The disciplinary action for cheating or plagiarism is up to the discretion of the instructor. The instructor may select one or more of the following options:

1. Issue an oral or written notification and warn the student that further acts of this sort will result in additional disciplinary action.
2. Issue an a failing grade ("F") or "0" for the assignment in question.
3. Refer the student to the Director of Education for disciplinary action. These actions may range from automatic failure of the course to potential dismissal from the college.

### **Important Note**

For more information about any of Platt College San Diego school policies, or to obtain an updated school catalog PDF, please visit [Platt.edu](http://Platt.edu).