Information Technology Academy

Web Page Design 1.2

Advanced Web Design & Authoring

Email: danylle.miller@wccusd.net
Office Phone: 510-231-1440

Ext. 27043

Location:
De Anza High School
Room 3 115

COURSE DESCRIPTION AND LEARNING OUTCOMES

The course is designed to provide the necessary skills and training for an entry-level position in the field of Web Design. The class will focus on Web page planning, basic design, layout, construction, setup and maintenance of a Web site, including the use of HTML, XHTML, and various Web pages and image creation tools, such as Dreamweaver, Photoshop, and Illustrator. This course may be taught in either a PC or a Macintosh environment; all skills are transferable between the two systems. Integrated throughout the course are career technical education standards which include basic academic skills, communication, career planning, technology, problem-solving, safety, responsibility, ethics, teamwork, and technical knowledge.

Class work includes:
- Define terms associated with the World Wide Web and the hypertext markup language
- Demonstrate an advanced knowledge of the Internet and the various tools utilized including: browsers, email clients, FTP clients, compression utilities, news-readers, and search utilities
- Demonstrate and understanding of the basic Web page design principles
- Demonstrate awareness of design considerations that affect Web page construction including audience, browser version, and cross platform issues
- Demonstrate knowledge of how to design and create effective and structured Web pages using HTML, HTML5, CSS3, and other emerging Web technologies
- Demonstrate knowledge of appropriate use of color and typography on the Web
- Demonstrate knowledge of various tools used to create Web documents, including Dreamweaver and Photoshop
- Demonstrate knowledge of appropriate Web site marketing and promotion strategies
- Demonstrate an understanding of the importance of image compression, utilizing various tools and techniques
- Demonstrate an understanding of the client/server relationship and various protocols used on the Internet
- Optional: Demonstrate understanding of advanced HTML scripting including: Javascript, PHP, MySQL, or XML

Course Outline:
- Unit 1
  - Getting Started with HTML
  - Getting Started with CSS
- Unit 2
  - Designing a Page Layout
  - Graphic Design with CSS
  - Designing for the Mobile Web
- Unit 3
  - Working with Tables and Columns

- ○ Designing a Web Form
- ○ Enhancing a Website with Multimedia
- ○ Getting Started with JavaScript
- ○ Exploring Arrays, Loops, and Conditional Statements
- ○ Working with Events and Styles
- ○ Working with Document Nodes and Style Sheets
- ○ Programming for Web Forms
- ○ Exploring Object-Based Programming

Learning outcomes:
- Develop a vocabulary for design and project development.
- Understand design standards and aesthetics in the industry including color, type, and layout.
- Learn design principles, web standards, and interactive multimedia for visual content on various platforms.
- Promote, support, and model creative and innovative thinking and inventiveness.
- Engagement in exploring real-world issues and solving authentic problems using digital tools and resources.

REQUIREMENTS
Required Reading:
- New Perspectives on HTML5, CSS3, and JavaScript , 6th Edition
- Class Notes on Google Drive

Software:
- Photo Editing
- Illustration
- Layout
- Text editor (can be from a web hosting site)
- FTP (if you are not using a web hosting site to edit/develop)

Each student is assigned a computer in the class with lab hours for work outside of class time (lunch period & after school by appointment). However, it is helpful to have these programs installed on your personal laptop or home desktop. A different version of Adobe Creative Suites (CS) is acceptable. All of your class work must be stored on your Personal Folder along with a backup. I can't help you unless I can see what you are doing.

Storage media:
You will store all your work in your Google drive. But, it is recommended that you also backup your data on another storage device like a thumb drive.

General familiarity with OS navigation:
It is assumed that you have a basic knowledge of OS navigation concepts such as 'double-clicking', menu navigation, data saving and retrieval, and Internet browsing. Since we use Macs, and you might be a PC person, I understand at the beginning of the quarter the awkwardness of using a different OS. However, you'll need to get over that awkwardness quickly. Should you be completely new to computers, please see me immediately as this course does not start from the absolute beginning with computers.

Finally, it is expected that you will research your problem thoroughly before contacting me for a solution. It isn't that I don't want to help. Rather, I don't want to enable a dependency on me for solutions, especially when they

are easily found using a simple online search. Don't be surprised if I use "Let Me Google that for you" if you ask us a question whose solution is found through a simple Google search.

STUDENT/TEACHER EXPECTATIONS

Equality and community are paramount in this classroom. Therefore, an environment of respect must be maintained among students and between the students and the teacher. To foster this relationship we must have expectations for each other.

What you can expect from me:
- Reasonable workload and understanding of students' need to manage time.
- Interesting and engaging curriculum that includes hands-on activities.
- Recognition and rewards for hard work
- Respect for and kindness to all students

In exchange, what I expect from you:
- Your best and most sincere effort on all assignments
- A willingness to help others
- Respect and kindness to other students and the teacher

ATTENDANCE AND PARTICIPATION

During every class day, there will be assignments and/or notes given. Therefore, if you are absent, you will have work that needs to be made up. Just one day of being behind in class will already affect your workload (trust me, I've been there and it sucks trying to catch up). If you are absent, you should check Google Classroom and/or with at least three of your classmates to find out what you have missed. If that fails then you may ask me (but I will tell you "I don't know look on Google Classroom"). Your classmates are your best resource so remember "Ask three before you ask me!"

You will need to make up any time that you miss from class before your work is considered for credit. If you are absent and have a note from a parent, a doctor or a call slip from a counselor or admin, you will not need to make up class time.

Participation and completion of class work is also mandatory. Each student is expected to work to the best of his/her ability to earn full points in this class.

GRADING

All assignments are due at the beginning of the class. Late work will be accepted for only 60% of the credit and not accepted after two weeks past the due date. Students must receive the grade of a "C-" or better for the class in order to attend special field trips.
- Homework/Class work, Participation, Tests/Quizzes: 10%
- Project: 90%

Grading Scale

A	94-100	B	84-86	C	74-76	F	59 and below
A-	90-93	B-	80-83	C-	70-73		
B+	87-89	C+	77-79	D	60-69		

*If you do not pass even one semester of this class you will not graduate from the TechFutures IT Academy with your classmates.

ASSESSMENT
Work for this course consists of:
- Midterm & Final Project: Individual presentations,
- Proposals: Proposal for each project,
- Exercises:
- Class Participation: Engagement in discussion, constructive comments and criticism regarding peer work and works discussed in class, proactive research on topic area.

ACADEMIC DISHONESTY AND PROPER USE OF INTELLECTUAL PROPERTY (CODE SNIPPETS AND SAMPLING)
Really familiarize yourself with the School's policies on academic dishonesty. Saying "I didn't know!" is never a viable excuse and being branded a cheater will travel with you forever. Regarding intellectual property let me be clear:

You are prohibited from using the work of others unless you can provide proof that you have a proper license or permission for said work. We reserve the right at any time to ask you to provide proof of such a license or permission. Violation of this policy will be considered an academically dishonest act on the level of plagiarism and you will suffer serious consequences, not the least of which include a failing grade and being reported to the Administration. You are encouraged to seek out and use creative commons licensed works provided the artist specifically states that you may use their work for educational use (which this would be). As well, you must cite the source for any paraphrased or quoted text and list sites where any imagery was taken from. In the case of code taken from another patch or example, you must include a comment as to the author of the code snippet used and a URL where said code snipped can be traced back to.

PLAGIARISM/COPYRIGHT
Academic Honesty
All academic work is the legitimate, authentic work of the student. Students submit tests, essays, projects, and homework that are free from fraud or deception. When completing any kind of assessment or assignment, students rely on their own knowledge and preparation unless collaboration is directed. Students credit all sources used.

Academic Dishonesty
- Cheating
  - Giving or using outside help on an assessment without permission
  - Copying any work or allowing another student to copy one's work; all work submitted must be that of the individual student.
  - Falsifying or inventing any academic work.
  - Having another student, parent, or other adult write or make major changes to student work.
  - Unauthorized collaboration: collaborative work will be at the direction of the teacher and be documented according to assignment guidelines.
  - Plagiarizing: presenting another's ideas, words, or work as one's own.
  - Unauthorized altering, taking, or publishing of any student, teacher, or school materials.

- Possible Consequences for Any Offense of Academic Dishonesty:

- Zero on the assignment with no option to resubmit
  - Confiscation of assignment by teacher (included in student record)
  - Parents contacted
  - Referral to administration and/or counselors
  - Teacher consequence

CELL PHONES AND OTHER DISRUPTIVE DEVICES

We don't appreciate cell phones, iPods, or any other annoying electronic devices that may go off during class. Please silence these devices before class begins, and put them in the charging station. They are never allowed in class. If there is an emergency you may use my classroom phone or the office will call my classroom.

Music/Headphones

No earphones, headphones, or music during lectures. Music may be permitted, at my choosing, during lab time, played through my overhead speakers.

GOOGLE

We will use Gmail, Google Drive, and Google Classroom extensively to obtain any necessary material for this class. Announcements will sometimes also go out on Remind. It is your responsibility to check them regularly for announcements, assignments, emails, and other things which I'll direct your attention to. It is your responsibility to ensure that you've completed and turned in all of your coursework.

STUDENTS WITH DISABILITIES

If you have a documented disability and wish to discuss academic accommodations, or if you would need assistance in the event of an emergency, please contact me.

I have read all of the above and understand what is expected of me.

Your name (First and Last):	
Your signature:	
Your Email Address:	
Your Parent's or Guardian's Name:	
Your Parent's or Guardian's Signature:	
Your Parent's or Guardian's Phone Number:	
Your Parent's or Guardian's Email Address:	