

| | | | |
|-------------------------------|---|----------------------|---------------|
| COURSE TITLE: | Web Scripting – Course Web Site – http://www.ninasyoung.com | | |
| COURSE NUMBER: | MM205 | Section: | B |
| MCO PREPARED BY: | Department Chair | Date: 4/08 | Revised: 6/08 |
| INSTRUCTOR NAME: | Nina Young ninagems@yahoo.com Office Hours: Wednesdays 12:15-1:15 Room 641 | Syllabus Prep. Date: | 10/05/2011 |
| CREDIT HOURS: | 3 Quarter Credit Hour A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours | | |
| COURSE LENGTH: | 11 weeks | | |
| CONTACT HOURS: | Lab: 22 Lecture: 22 | | |
| COURSE SCHEDULE: | Wednesday 1:15 – 5:15pm in room 641 | | |
| UNIT OF ACADEMIC MEASUREMENT: | Quarter System | | |
| PREREQUISITES: | GD 121 Image Manipulation | | |
| CO REQUISITES: | None | | |
| CATALOG COURSE DESCRIPTION: | Students will acquire the skills needed to develop, design, and create basic Web pages. | | |

| TEXTBOOKS AND MATERIALS | | (CHECK ONE) | |
|-------------------------|---|-------------|----------|
| | | REQUIRED | OPTIONAL |
| TEXTBOOK(S) | <i>InterACT with Web Standards: A holistic approach to web design</i> by Erin Anderson et al., New Riders, 2010. | X | |
| RESOURCES & SUPPLIES | Flash drive Access to student account webspace School library for research purposes. (See “Research Assignments” section below.) | X | |

PERFORMANCE OBJECTIVES: Upon completion of this course, the student should be able to do the following:

- ü Use text editor and HTML and CSS to create web pages with layout and style.
- ü Appropriately combine element tags, style attributes, and values
- ü Properly handle files for the web, including file names and extensions
- ü Apply interface design principles
- ü Upload files to student account and its web space via web interface and file transfer

INSTRUCTIONAL METHODS: Educate through lecture, visual examples, relevant projects, lab work, group activities, and visual problem solving and class critique.

RESEARCH ASSIGNMENTS: Course relevant topics for research assignments may be proposed by students but must always have the instructor's written approval. The school library can be used to access extensive databases which contain scholarly/peer reviewed articles from professional journals and trade publications. At least three such journals are required and must be cited in support of research.

GRADING:

| <u>Class Activity</u> | <u>Point Value</u> |
|----------------------------|--------------------|
| <u>Homeworks (7)</u> | <u>70</u> |
| <u>Midterm Project</u> | <u>20</u> |
| <u>Final Web Site</u> | <u>50</u> |
| <u>Class Participation</u> | <u>50</u> |
| <u>Total Points</u> | <u>190</u> |

Grading / Student Performance

| Score | Letter Grade | GPA |
|--------|--------------|-----|
| 100-95 | A | 4.0 |
| 94-91 | A- | 3.7 |
| 90-87 | B+ | 3.4 |
| 86-84 | B | 3.0 |
| 83-81 | B- | 2.7 |
| 80-77 | C+ | 2.4 |
| 76-74 | C | 2.0 |
| 73-71 | C- | 1.7 |
| 70-67 | D+ | 1.4 |
| 66-60 | D | 1.0 |

COURSE POLICIES: See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) may negatively impact your grade. Cell phones must be turned off during class.

See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) will negatively impact your grade. Cell phones must be turned off during class. Students taking minimally twelve credits, who have perfect attendance for all courses registered in a particular quarter will receive a \$100 tuition credit for the subsequent quarter of enrollment in the school. Details regarding this tuition credit may be found in The Art Institute of New York City catalog.

ATTENDANCE: Due to the intensive nature of the 11 week quarter system at The Art Institute of New York City, absences jeopardize participation and a student's ability to successfully complete his or her studies. A student's academic performance is in pursuit of preparation for a professional environment in which there is typically zero or little tolerance for absenteeism. If, for some critical reason, a student finds it necessary to be absent, late, or leave early it is the student's responsibility to:

- Notify the instructor, and make up all missed work.
- Note that accumulated tardiness, leaving class before it is dismissed, or absenteeism will affect performance and the participation grade.
- Understand that excessive absenteeism may result in failure of the class.
- Look for the specific participation requirements for individual courses, by referring to the course grading rubric within the syllabus provided by the instructor.

Attendance is taken every class meeting. There are no excused absences, and the only consideration to be granted must be presented by the instructor to the department chair and the Dean of Academic Affairs.

A student who misses twelve (12) hours in a course will receive a Withdrawal grade (W) for weeks 1 through 9 and a W/F grade after week 9 for that course. Tardiness and absenteeism will be recorded in 15 minute increments.

A student who knows that he/she will be late/absent must contact the instructor via voicemail, e-mail, or administrative note. When absent, a student is responsible for obtaining the lecture notes and homework assignments from other members of the class or the syllabus.

Students will be asked to leave class if they are unprepared, disengaged, sleeping, disruptive, or otherwise compromising the educational experience of students who are motivated and trying to work.

Students who do not attend classes for 14 consecutive days will be dropped from school from the last date they attended school; exceptions will be made only on the basis of appropriate documentation presented to the Dean of Academic Affairs.

PROFESSIONALISM Criteria:

- STANDARD:
- Attendance & punctuality
 - Active participation in discussion
 - Quality of work
 - Academic Integrity
 - Attention to detail
 - Classroom etiquette
 - Respect for peers and instructor

PROJECTS AND EXERCISES: Specifications

WEEKLY Topical CLASS MEETING OUTLINE:

| | |
|---|--|
| <p>Week 1 Oct 5th</p> | <p>Introduction to the course – HTML and CSS Design Process Student account web space</p> <p>Lecture: Introduction to class and discussion of objectives, of term project. What is the Internet? Issues facing web designers and developers. HTML 5 Syntax Lab Activities: beginner html tutorial- tags, html, head, body, doc type, links, image Assignment 1: Due October 12th- Structuring your resume with HTML and sketches for home page and portfolio page</p> |
| <p>Week 2: Oct 12th Turn in Assignment 1</p> | <p>Critique on Sketches Lecture:. The Design Process/Information Architecture</p> <p>Basic Structure of a web page reviewed Discuss the tags that go inside the head, body and issues with optimizing for search engines. CSS syntax introduced See Web Site for Assignment 2: http://ninasyoung.com/courses/mm-205-b-scripting/assignment-2/ Due October 19th</p> |
| <p>Week 3: October 19th Turn in Assignment 2</p> | <p>HTML and CSS continued Lecture: The Box Model Creating a Prototype See Web Site for Assignment 3: http://ninasyoung.com/courses/mm-205-b-scripting/assignment-3/ Due October 26th</p> |
| <p>Week 4: October 26th Turn in Assignment 3</p> | <p>Background Images and Fonts for the web How to achieve transparency Prototype How To Assignment 4 -Background Image Homework- see web site: http://ninasyoung.com/courses/mm-205-b-scripting/assignment-4/ Due November 2nd Prototype Midterm Due November 9th</p> |
| <p>Week 5: Assignment 4 Due November 2nd</p> | <p>Styling for List Navigation Midterm Project Workshop Slicing up Prototypes and Image Optimization Prototype Midterm Due November 9th (Next week)</p> |
| <p>Week 6: November 9th</p> | <p>Midterm Prototype Critique – Feedback, suggestions for improvements Single Column, Double Column Layouts Reviewing Image Optimization- Assignment 6- Due Nov 16th- Program your index.html page</p> |
| <p>Week 7 November 16th</p> | <p>Image Gallery techniques- Galleria, Lightbox Assignment 7- Program your portfolio.html page Due November 23rd</p> |

| | |
|---|--|
| <p>Week 8: November 23rd</p> | <p>CSS- Rollovers Revise portfolio.html based on feedback Assignment: Make sure your images are optimized for the web. (Worth 10 points of your final website project grade)</p> |
| <p>Week 9 November 30th</p> | <p>Search Engine Optimization- Assignment: Make sure your web site is optimized for the web. (Worth 10 points of your final web site grade)</p> |
| <p>Week 10: December 7th</p> | <p>Forms and Scripts Assignment: Create a working form for your web site (Worth 10 points of your final web site grade) For 5 points extra credit, turn in your final web site December 7th</p> |
| <p>Week 11: December 14th</p> | <p>Final Project reviews and presentation- Finishing touches: Favicons</p> |