

Chrono Ho
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Office **PH 315A**
Hours **FRI 12 – 4 p.m.**

Class meeting time: **Mon 5 p.m. – 6 p.m.**
Fri 5 p.m. – 6 p.m.
Class meeting location: **PH 315A**

Course Description

This course explores design concepts for the World Wide Web (WWW) while developing expertise in web-based typography, image file formats and sizes, hexadecimal color, frames, cascading style sheets, tables, and site interactivity. Emphasis is placed on the understanding of browser constraints, hypertext markup language (HTML), site planning, and site structure.

Prerequisites:

GD110 Digital Design or both GD141 Digital Illustration and GD142 Digital Imaging. PT207 Digital Photography may be substituted for GD142 Digital Imaging.



Student learning outcomes

Upon completion of this course, students will be able to ...

- Plan, construct and publish a new website with special consideration to the user interface and content structure
- Demonstrate the correct use of the basic functions of a digital camera
- List and describe/define basic historical facts that relates to the development of the internet and the WWW
- Analyze an existing website design, content and structure using the correct terminology for the components and comparison examples provided in class
- Create and edit links using anchors and images
- Create and edit basic interactive images and text
- Apply basic visual compositional concepts to the layout and design of web content
- Utilize correct file formats for graphics when publishing on the WWW
- Use correct type fonts and formats when publishing on the WWW
- Use the correct FTP addresses and procedures for publishing WWW sites on the MVCC student server
- Demonstrate correct scanning and image-editing procedures with respect to file format, image resolution and color for WWW applications
- Describe/define hexadecimal color
- Compare and contrast the .gif .jpg and .png file formats and their application to the WWW site design process
- Define the basics of CSS technology
- Understand basic HTML, WWW bandwidths, aliased graphics and dithering
- Define and use the correct terminology, to discuss/analyze and present WWW design solutions
- Construct a correctly functioning site using behaviors
- Construct a correctly functioning site using layers
- Construct a correctly functioning site using frames and framesets
- Describe basic differences between browsers and browser versions

Course Requirements

Students are required to attend all classes, work in class, and complete and turn in all assignments on time. Students are expected to come to class prepared to work, with any sketches, reference materials, tools and supplies necessary for the current assignment or project. Students may be required to attend additional open lab sessions in order to complete some assignments.

Students are expected to have prior experience with Adobe Illustrator and Adobe Photoshop software applications, as well as understanding the basics of computer use including saving files, backing up files and using web browser.

Academic Integrity

Any assignment, including all electronic media submitted by a student must be of original authorship. Representation of another's work as your own is plagiarism. When you use any secondary sources for this class, please cite that material which has been borrowed from another source. All projects, assignments, quizzes and exams are to represent your own work. Any form of unauthorized material used or evidenced by a student during for following any of the work related to this course is a violation of Academic Honesty. Academic dishonesty may constitute grounds for failure of a project, assignment, quiz, exam and/or dismissal from the course. Please refer to your MVCC student handbook for additional information on this topic.

Tools and Materials

Sketchbook, graphics paper, graphite pencils, markers, rulers, and all associated sketch development supplies

Recommended: digital sketching may be accomplished with a pen tablet such as a Wacom Bamboo tablet

Although the school provides storage on the server, students will be required to purchase file storage devices for storing and backing up their files as needed throughout the semester. Make sure you have enough media and space for all classes and assignments. You may wish to purchase **Flash drives** and/or an **external hard drive** to store *and* backup your work.

Evaluation Criteria

Students will complete reading assignments, participate in class discussions, and complete projects exercises and examinations. Students will be responsible for all material presented during class lectures. Students will submit finished projects and exercises in the appropriate folder on the server.

Projects, in-class work, exercises will be evaluated on the student's ability to demonstrate the execution of assignments and professional growth. Larger projects will be worth more credit than exercises.

Grading scale

- A · 100-90 **Excellent** - all criteria met AND exceeded in a successfully
- B · 89-80 **Good** - criteria for project has been met and is successful
- C · 79-70 **Fair** - most criteria is met in an successful manner
- D · 69-60 **Poor** - some criteria is met in a mostly successful way
- F · 59-0 **Unacceptable** - no significant criteria have been me

Class participation will be measured, in part, on a student's class and project readiness and participation in critiques and discussions. Reduction in class participation could be attributed to class disruptions including unauthorized use of electronic devices and media, extended class period breaks, or "restroom" visits.

Missed Assignments Policy

All projects and exercises will have a due date. All projects and exercises that are submitted for a grade must comply with the assignment specifications. Non-compliance will result in an F.

All work submitted will be graded on execution and presentation. Late Projects will be dropped **one letter grade for each day** they are late. Projects submitted five days late will not be graded and will receive an F in accordance with departmental policy. Missing deadlines is unacceptable. All projects will be due at the beginning of the class, unless otherwise noted.

Attendance Policy

As the material presented in this class will be fairly complex, success depends on excellent attendance. Attendance will be taken during all scheduled class sessions and, due to the contact nature of the course, will directly affect the student's final grade. Missed project deadlines due to an absence **may not be** "made up" at a later date or with an extra credit project.

Students will be allowed three unexcused absences. Beginning with the fourth absence (in accordance with departmental policies) the final grade will be reduced one letter grade for every additional 3 absences. Students must be present for the entire class period to receive full credit for that session. **In the event of an absence the student remains responsible for all information missed.**

Late arrivals and/or enrollments

I will not repeat lectures due to late student arrivals and/or enrollment, students are responsible for attaining all missed materials and lecture notes from fellow classmates. Excessive tardiness or leaving early will be considered an absence.

Four tardies will be counted as one absence and will apply to the attendance policy as stated above. Tardy is defined as arriving late OR leaving class early unexcused.

Class Cancellation

In the event that we have to cancel a class, it will be indicated on the web at <http://www.mvcc.edu/cancel> and on the lobby TV system in each campus building.

Cell Phones / Electronic Communication Devices/Computers

The student use of technologies not relevant to classroom settings is prohibited. This includes, but is not limited to, electronic communicating devices, MP3 players, and video/photo capture devices. Instructor discretion may be exercised if the technology is a component of the learning environment or by prior student notification. Any persons that may need to contact you in case of an emergency may do so through MVCC Security (792-5777) or through the Center for Arts and Humanities (792-5537).

Internet Access: Internet access is provided for the sole purpose of class support and research. Computers are to be utilized for coursework and activities related to coursework.

Do not use computers for entertainment during class meetings and or open labs.

Do not display material on screen which may be distracting or offensive to your neighbor. Use headphones for activities that require sound.

Negative participation through surfing, gaming, chatting, emailing, status updating, etc. while in class will reduce your participation grade by at least 1 letter grade - you are a distraction to others sitting nearby and to me.

Appropriate Classroom Laptop Use: Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. Please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses include taking notes, following along with the instructor with demonstrations, and other whole class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use. It is easy for your laptop to become a distraction to you and to those around you. Inappropriate uses will be noted and will affect your final grade.

You are expected to be punctual, alert, and prepared for the class. You will be considerate of the instructor and other students, which includes not keyboarding or checking e-mail while information is being presented. Instant messaging during class time and playing games on your computer is prohibited.

Disabilities

I would appreciate hearing from anyone in the class who has any type of disability (e.g., physical, learning, psychiatric, vision, hearing, etc.) which may require some special accommodation. Please see me during my office hours so that we can discuss your needs. Before services can begin, you must also contact the Disability Services Office, 792-5644, in Room 153 of the Academic Building on the Utica Campus. **(For classes on the Rome Campus, students should be referred to the**

Student Services Office, PC A30, 334-7727). Staff members will review your documentation, determine your eligibility for accommodations, and decide what those accommodations will be.

Uncaptioned educational DVDs and/or other uncaptioned audio-visual materials will be shown in this class. Anyone with a hearing disability should discuss this with me during office hours.

Assumption of Risk

Certain class assignments or classroom circumstances require the student to be absent from the professor's immediate supervision. Whether the student is under immediate supervision or not, safe conduct and safe use of tools, adhesives, materials and equipment shall be the ultimate rule and is the sole responsibility of the student. Failure to comply with prudent safety practices and/or willful disregard for class participants and/or equipment may be cause for immediate dismissal from that particular class session by the professor. Subsequent similar activity may be cause for dismissal from the course.

Diversity & Global View - DGV

A few years ago, MVCC initiated a program titled "Diversity –Global View" (DGV), which gave each of our graduates a chance to participate in educational experiences designed to increase awareness of intercultural perspectives. Our goal in doing so was to enhance our students' understanding of the realities faced by individuals as a result of their race, ethnicity, cultural background, gender, sexual orientation, socioeconomic status, academic abilities and interests, age, religious beliefs, and physical ability. To that end, all graduates who matriculated into programs in the fall 2008 or more recently, or who have changed their major since 2008, are now required to complete the DGV components associated with the degree or certificate program in which they are enrolled. For more information please visit <http://www.mvcc.edu/students/registration/dgvrequirement.cfm>.

Sustainability

Mohawk Valley Community College is committed to development and implementation of a comprehensive sustainability plan. To that end, we are beginning by asking students, faculty, and staff to actively participate in energy conservation measures and proper recycling on campus. The blue bins located in classrooms, and offices are for paper and paper products only. All plastic, metal and glass containers should be placed in the proper recycling bins located in the hallways. Please remember to empty them before depositing them. Any materials that cannot be recycled should be placed in garbage cans. It is also important to turn off lights and computers when leaving a room. Together we can make an impact on conserving our resources. Remember to reduce, reuse and recycle!

The above procedures and policies are subject to change in the event of extenuating circumstances or at the discretion of the instructor.

