

# Web Design Methodology – IT 205

UNM Valencia, Digital Media Arts

updated 8-2013

Fall 2013

Monday | Wednesday, 10:30am – 11:45am

UNM Learn Enhanced Course

**Professor: Alexa Wheeler**

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Campus Office Hours: W - 2:30 - 4:30 & by appointment

Virtual Office Hours: by email, text, IM, and by appointment for live chat  
\*\*see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

## Course Description

This course is designed to provide students with a fundamental working knowledge of the technical, aesthetic, and conceptual aspects involved in good web design and file management using Adobe Dreamweaver. Students will also explore social media tools and blogging. Lectures, demonstrations, and group discussions will introduce various issues associated with interactive web media. Assigned lessons and projects, readings, video instruction, presentations, and group critiques will assist in critically analyzing web pages for content, aesthetic qualities, ease in navigation, a basic good user interface, and universal accessibility for those of varying abilities (visually/hearing impaired). Students will also gain some basic knowledge of Adobe Photoshop. The knowledge and skills gained during the course will culminate in a final web development project.

## Objectives

- Create web pages using Dreamweaver and open source blogging tools.
- Demonstrate several advanced features in Dreamweaver.
- Demonstrate a working knowledge of Photoshop.
- Demonstrate efficient file structuring management through lessons and projects.
- Analyze a web page for aesthetic considerations in the user interface and accessibility.
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work in relation to concepts, ideas, techniques, processes, and experiences.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Develop an excellent working knowledge of design, composition, color theory, visual rhythm, and visual language.
- Gain an excellent working knowledge of the Mac computer and its operating system

## Required Online Subscription

**[lynda.com Online Video Tutorial Library – Dreamweaver CS4 Essential Training](http://lynda.com)**

Available free of charge to UNM students at: [lynda.unm.edu](http://lynda.unm.edu)

## Student Responsibilities/Attendance/Participation

### Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co requisite is IT 101: Computer FUNDamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a USB Flash Drive (at least 4 GB) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- Have a UNM email to access UNM Learn:
  - o Students will access supplemental information, class agenda/syllabus, and their grades through UNM Learn at <https://learn.unm.edu>. Just enter your NetID and your password. You must set-up a UNM email account (<https://netid.unm.edu>) if you do not already have one.
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Students must access required subscription to Lynda.com to succeed.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

### Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/IM/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

## Grading Policy

### Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your work and/or projecting your completed work in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

## Grading Breakdown

### Semester Requirements:

Projects (4)	60 points	15 points each
Final Project	30 points	
Individual Meetings	10 points	for attendance

### Extra Credit:

Extra Credit	10 points maximum for the semester. Assignments posted throughout the semester in the weekly Learning Modules.
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Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

# How to Contact the Instructor

## Weekly Office Hours:

- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are W - 2:30 - 4:30 & by appointment
- Virtually, reach me any other time through email , text, IM (see below).

## Email:

- I prefer all email to be from the internal UNM Learn class email. How to email through UNM Learn is clearly explained in the "Getting Started" Learning Module. I will check this UNM Learn email regularly and will respond to all emails within 48 hours, and usually sooner.
- Although less preferred, you can email me at [alexa08@unm.edu](mailto:alexa08@unm.edu). In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson IT 205"

## Instant Messaging:

If I am available to talk, I will set my status to online. You will first need to set up an account with the following services, then you can use these IM services:

### Google Talk - "alexatoast"

Set up a Gmail account: [gmail.google.com](http://gmail.google.com)

Email me with your gmail address: [alexatoast@gmail.com](mailto:alexatoast@gmail.com)

I will add you & you add me to your buddy list

GOOGLE TALK HELP: <http://www.google.com/support/talk/?hl=en>

### Yahoo Messenger – "alexatoast"

Download Yahoo Messenger:

Mac: <http://messenger.yahoo.com/download/>

PC: <http://messenger.yahoo.com/download/win/>

Once successfully downloaded, open the program. Add me to your contacts by clicking on the "+" at the bottom left of the screen. My Messenger ID is – [alexatoast@yahoo.com](mailto:alexatoast@yahoo.com)

### AIM (AOL instant messaging) – "alexawheeler"

### Skype – "alexatoast"

Download a Skype account:

Mac: <http://www.skype.com/download/skype/macosex/>

PC: <http://www.skype.com/download/skype/windows/>

Once successfully downloaded, open the program. You can "call" me by typing – alexatoast – in the search bar.

SKYPE HELP: <http://www.skype.com/help/guides/>

## Text:

You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, IM, text, or my office phone (if needing to leave a message – as a last resort) at 925-8702.

## Support Information, Resources, & Tutorials

### **Open Studio Time – Digital Media Arts Open Lab & Darkroom:**

- Located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
- Monday through Thursday 8:00am to 8pm
- Friday 8:00 am to 5pm

### **Support for UNM Learn:**

- o - UNM Learn help: <http://UNM Learninfo.unm.edu/student/>.

### **DMA / UNM Valencia Tutoring Services:**

- We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
- Custom tutoring services are available through The Learning Center <http://www.unm.edu/~tutor/>. Even online tutoring is available!

**Other tutorials:** I will post a number of links to video tutorials in UNM Learn for this course.

### **Instructor Support:**

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

### **Community Support:**

- We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

## Method of Instruction

Methods of instruction include in-class lectures, demonstrations, discussions, work-time, and project critique/presentations. There will also be supplemental out-of-class and online instruction/homework that will include watching required video tutorials and taking online assessments/quizzes.

**In-Class Lectures, Demonstrations, Discussions, Work Time** – each week we will meet twice on campus. A variety of issues will be presented and discussed.

**Project Presentations and Critiques** – There will be a total of 5 projects due throughout the semester. Guidelines will be detailed weekly in class, on the syllabus, and in WebCT. On days where you present your finished work to the class, we will come together as a group to critique the work and provide feedback to each other.

**Video Tutorials** – In the Weekly Learning Module in WebCT, the student will access links to online video tutorials introducing, explaining, and/or reviewing techniques and concepts current to the material covered in the classroom. Students must watch the required online video tutorials in a timely manner, within the week they are posted, and before the class in which we will be discussing the content of the tutorials.

**Other Activities** – There may be other learning activities associated with the weekly content of the course that will be found in the Learning Modules or given in class.

# Course Schedule

## Fall 2013:

Semester begins Monday, August 19  
Semester ends Saturday, December 7

## HOLIDAYS:

Fall Break: October 10 - 11  
Thanksgiving Break – November 28 - December 1

Dates	Schedule	Projects
<b><u>Week 1</u></b>	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Review Syllabus</li> <li>• Review UNM Learn</li> <li>• Lecture</li> <li>• Equipment Overview</li> <li>• Supplies Overview</li> </ul>	
<b><u>Week 2</u></b>	<ul style="list-style-type: none"> <li>• Dreamweaver interface, Classroom Network, Root Folders, Defining your Site</li> </ul>	
<b><u>Week 3</u></b>	<ul style="list-style-type: none"> <li>• Web Design – Best Practices</li> <li>• CSS &amp; XHTML</li> <li>• In class – analyze a website</li> </ul>	
<b><u>Week 4</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	<b>Project 1</b> due Wednesday
<b><u>Week 5</u></b>	<ul style="list-style-type: none"> <li>• File Management, Templates, Editable Regions</li> </ul>	
<b><u>Week 6</u></b>	<ul style="list-style-type: none"> <li>• Spry navigation, More CSS</li> </ul>	
<b><u>Week 7</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	<b>Project 2</b> due Wednesday
<b><u>Week 8</u></b>	<ul style="list-style-type: none"> <li>• FALL BREAK</li> </ul>	
<b><u>Week 9</u></b>	<ul style="list-style-type: none"> <li>• Images, Pages, Links</li> </ul>	
<b><u>Week 10</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	<b>Project 3</b> due Wednesday
<b><u>Week 11</u></b>	<ul style="list-style-type: none"> <li>• Blogging, WordPress</li> </ul>	
<b><u>Week 12</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<b><u>Week 13</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	<b>Project 4</b> due Monday
<b><u>Week 14</u></b>	<ul style="list-style-type: none"> <li>• Individual Meetings</li> <li>• Work time</li> </ul>	
<b><u>Week 15</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<b><u>Week 16</u></b>	<ul style="list-style-type: none"> <li>• <b>Final Project critique</b></li> </ul>	<b>Final Project</b> due: Website Monday and Wednesday

## **Project 1 – Home Page Design, CSS, XHTML**

Analyze websites for design and accessibility. Experiment and finalize a home page design for your website. Plan your subject matter for the entire semester. See the learning module for more details and guidelines.

## **Project 2 – Template & Navigation**

Understand strict file management in web design, turn your home page design into a template for your entire site, add spry navigation. See the learning module for more details and guidelines.

## **Project 3 – Pages, Links**

Create at least 2 more pages for your site. Add 1 email link, 1 external link, make sure all navigation works, each page must have consistent banner/footer, and at least 1 unique photograph/image/multi-media per page. See the learning module for more details and guidelines.

## **Project 4 – Intro to Blogging**

Use wordpress.com to create a website on an instructor approved subject matter. See the learning module for more details and guidelines.

## **Final Project – Build your Site**

### **Objective:**

To design, develop, and publish a website using recommended design practices over the course of the semester using Dreamweaver or WordPress. Your website will contain a homepage and at least four content pages.

### **Process:**

Your site will be published to the Internet, and the content pages will include:

- Four content pages and the home page (Dreamweaver) – 5 pages total
- Consistent banner logo area (header) and footer - template
- Consistent main navigation – template
- One email hyperlink
- One external hyperlink
- One image with a "hotspot," or image mapping

### **Evaluation:**

Your website will be evaluated on the following criteria:

- Must include all required web page elements
- Following recommended website design practices
- Visual appeal and successful design of site to target audience
- Accomplishment of project's objectives
- Instructor approval before building