

# Web Design:

## Basic to Advanced Techniques

Fall 2010

Mondays 7-9PM

200 Sutardja Dai Hall

2 units, P/NP

<http://decal.aw-industries.com>

### Course Facilitators

#### Lectures

- Alexander Wong ([alex@decal.aw-industries.com](mailto:alex@decal.aw-industries.com))
- Amber Feng ([amber@decal.aw-industries.com](mailto:amber@decal.aw-industries.com))
- Jonathan Mui ([jon@decal.aw-industries.com](mailto:jon@decal.aw-industries.com))

### Course Description

This course is a 14-week, two hour per week, introduction to web design. Students will learn the basics of website design, building, and deployment through hands-on discussions, labs, and projects. The course focuses mainly on HTML and CSS, although students will interact with JavaScript, MySQL and PHP frameworks throughout the semester as well. Coding and design will be done with Adobe Dreamweaver CS4 and Adobe Photoshop CS4.

By the end of this course, students will have the knowledge required to build compact, compatible, dynamic, and interactive websites that meet established web standards. Students will also feel comfortable deploying their websites on remote servers via FTP.

### Work Load

This course is demanding in terms of time and material. With that said, the course and its staff are dedicated to making sure students feel comfortable with the material and finish the course with the tools needed to build professional websites.

### Prerequisites / Software Requirements

There are no prerequisites for this course. Any programming or previous web experience will be helpful but is not required. However, this course will be taught assuming students are comfortable interacting with existing websites via a modern browser.

There are no software requirements for students who wish to use *lab computers and are willing to use substitute software*. Unfortunately the lab computers do *not* have Adobe Dreamweaver CS4 or Adobe Photoshop CS4 installed; therefore students who wish to use this suite will need to obtain the software on their own. We apologize for the inconvenience, but the cost of the software is prohibitively expensive for us to provide for the class. The lab computers do have comparable text-editor and FTP client software

installed, which we will do our best to accommodate. The lab is reserved for the DeCal from TBA, where TBA is optional lab time for students to work on decal related material.

### **Evaluation**

Students will be evaluated on the basis of attendance and performance on projects and quizzes. The assignments will be weighted as follows:

20%	Attendance
10%	Quizzes
50%	Mini Projects
20%	Final Project*

\*In order to PASS this course, a student *must* turn in a Final Project at the end of the semester and have a passing grade.

### **Attendance**

Due to the large amount of material that must be covered and limited meeting opportunities, attendance and punctuality are imperative. Attendance is *mandatory*, and absences will impact a student's grade unless they are excused. Absences will *only* be excused on the basis of illness or exam conflict. Please let the course facilitator know in advance of any absences.

### **Mini Projects**

Mini Projects are the highlight of this course. They are designed to be fun and challenging as well as to give students hands-on practice with the course material. They will be assigned at the end of every major topic and will require students to fill out existing code framework. Mini-Projects are to be turned in individually, although collaboration is encouraged.

Mini Projects will be graded on completion. Students have five slip days, which allow a student to turn in a project late with no penalty, to use on projects however they wish. 3% points will be deducted from a project's final score for each day a project is submitted late, beyond applicable slip days. The maximum penalty for late assignments is 50% off the final score; this is to give students an opportunity to make up missing assignments.

### **Final Project**

The final project is an open-ended website that will be assigned at the end of the term. Students have the freedom to choose their own website topic, content, and layout. The only requirements are the ones listed below. Students will have the opportunity to work in pairs on this project.

The Final Project must...

- Be styled with CSS
- Have at least three distinct pages
- Have at least one functioning and purposeful form element

- Have a consistent navigation system
- Have a consistent appearance from page to page

The final project will be graded on overall execution and fulfillment of the aforementioned requirements.

Students *must* turn in a Final Project to PASS the course. The absence of a Final Project will automatically result in a NO PASS *regardless of a student's prior grades*.

### Academic Honesty

There is a wealth of resources on the web about the web, including samples of code and prewritten scripts. Students are encouraged to use these resources to learn more about the world of web design and to supplement course material; however, students are required to cite all instances of code adapted from these resources, and all code turned in as part of an assignment should be original work.

### Additional Resources

The two following books may be helpful to look at while learning web design. The first is a comprehensive guide to HTML, CSS, and some JavaScript. Its chapters are organized by the structure of HTML documents (head, body...), and there is a cross-browser compatibility chart in the back. The second is a CSS reference guide. It lists proper syntax and has a short section on cross-browser compatibility for each CSS attribute.

- “Beginning HTML with CSS and XHTML: Modern Guide and Reference”  
by Schultz, David. (ISBN-13: 978-1590597477)
- “CSS Pocket Reference: Visual Presentation for the Web”  
by Meyer, Eric A. (ISBN-13: 978-0596515058)

### Course Schedule

WEEK #	DATE	TOPIC	ASSIGNED	DUE
1	8/30/2010	<b>The Internet, Servers, and Websites</b> -Browser vs. Web Server -Domains, URLs -View Source -HTTP		
2	TBA	<b>HTML Introduction</b> -HTML Basics -Our First Website -Setting Up Dreamweaver / FTP Client	MP1: Create a Website	
3	TBA	<b>CSS Introduction</b> -Why We Need CSS -CSS Basics -Linking HTML to CSS	MP2: Style a Calendar	MP1

		-Proper Markup -Styling Our First Website		
4	TBA	<b>Layout Design and Production</b> -Photoshop -Identifying Structure -HTML Framing	MP3: Find the DIVs	MP2
5	TBA	<b>.PSD to HTML and CSS</b> -Prepping Images for the Web -Image Formats -Cropping -CSS Positioning and Backgrounds	MP4: Create a HTML and CSS Layout	MP3
6	TBA	<b>.PSD to HTML and CSS - Part 2</b>		
7	TBA	<b>.PSD to HTML and CSS - Part 3</b>		
8	TBA	<b>JavaScript Introduction</b> -Firebug -jQuery -CSS and Attribute Modification -Events and Callbacks	MP5: Simple Image Gallery	MP4
9	TBA	<b>JavaScript Introduction - Part 2</b>		
10	TBA	<b>PHP Introduction</b> -PHP Basics -Forms -Methods: GET and POST -Dynamically Writing HTML	MP6: AJAX Contact Form  FP: Final Project	MP5
11	TBA	<b>Database and SQL Introduction</b> -Why We Need Databases -Designing a Schema -PHPMysqlAdmin - SELECT, UPDATE, INSERT, CREATE		MP6  FP: Topic
12	TBA	<b>PHP and MySQL</b>		FP: Layout
13	TBA	<b>Work on Final Projects</b>		
14	TBA	<b>Final Projects Presentation</b>		FP