

New York City College of Technology
 The City University of New York

Department of Communication Design

COMD 2450 - Web Design I

Course Description :

A required course for all Advertising Design and Graphic Arts students. Topics include creative user interface design and best workflow practice. Students will design a website using an XHTML template, and will develop design, typography and web programming skills. XHTML and CSS will be taught.

1 cl hr, 2 lab hrs, 2 cr

Prerequisites :

COMD 2300, or department approval required.

Course Objectives :

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria
Design the branding and style of a web site, with a consistent look-and-feel throughout.	Students will demonstrate competency by using graphics software to design multiple design options.
Introduction to XHTML to create static web sites. Learn how CSS is used to properly format text on a page.	Students will demonstrate competency by cleaning up code by hand, and layout of type using CSS.
Use graphics in appropriate file formats, to create a unique and compelling website.	Students will demonstrate competency by slicing up a design file into appropriate optimized file formats and combine with CSS for a seamless design.

Learn about how web sites influence, and are influenced by the Internet, through the use of hypertext, and writing for organic traffic.	Students will display competency through implementation of a live web site they design, implement and manage.
Appropriate use of tables, and introduction of forms for user feedback.	Students will display competency through implementation of a table and form assignment.

General Education Outcome covered:	How the outcome is assessed:
Writing The student will demonstrate the ability to write clearly articulated thoughts in a professional, informed manner.	Evaluate how well students absorbed and consequently applied the learning through graded written portions of projects.
Information Literacy The student will demonstrate the ability to find proper resources.	Assess through class discussion and written tests if students have developed the ability to find information through proper resources.
Oral Communication Speaking: The student will demonstrate the ability to articulate himself using relevant industry-specific language	Evaluate through class discussion and /or written tests if students use appropriate nomenclature to defend creative, critical and technical decisions in project concepts and development.

Teaching/Learning Method:

- Lectures and readings
- Demonstration
- Project based labs
- Research assignments
- Blackboard

Required Text :

None

Suggested Text:

Learning Web Design with Adobe CS3, Dreamweaver, Fireworks, Flash
 Katherine Murray
 Pearson, Prentice Hall DDC
 ISBN-10:0-13-362570-2

Classroom in a Book, Adobe Dreamweaver CS3
 Adobe
 ISBN-10:0-321-49981-6
 ISBN-13:978-0-321-49981-3

Styling With CSS
 Charles Wyke-Smith
 New Riders
 ISBN-10:0-321-52556-6

Attendance (College) and Lateness (Department) Policies:

A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked “late.” Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

Academic Integrity Standards :

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, “Student Rights & Responsibilities,” section “Academic Integrity Standards.” Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading

90% = Course projects/assignments

- Project 40%
- Homework 30%
- Quiz 20%

10% = Class preparation/participation/attendance

- CP/P/A 10%

Topics:

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1	Overview of Web I syllabus Introduction to domain registries and hosting service	Review course syllabus. Students will select domain name and register	Students will select domain name and register Students will sign up for hosting service

		Students will sign up for hosting service	
2	Setting up a site Software tools Uploading files Structure of a web page Using code and design views	Begin design process: logo, look-and-feel, style.	Begin design process: logo, look-and-feel, style.
3	Review page designs	Review page designs	Design a second page
4	Build an under construction page	Build an under construction page	Build an under construction page
5	Introduction to CSS Build a page, text only	Introduction to CSS Build a page, text only	Build a page, text only
6	Introduction to images Introduction to color	Begin designing one page with text and images Questions about quiz	Design one page with text and images
7	Layout of a page with text and images Alignment, title tags, divs	quiz Layout a page with text and images	Layout a page with text and images
8	Site architecture Main navigation, sub navigation	Layout a flowchart/site map	Layout flowchart/site map
9	Site design Flow Link text, link images Image map Page template introduction	Design whole site	Design whole site
11	Introduction to the box model	Build out site from template	Prepare for quiz Build out site from template
10	Build out site from template	Quiz Build out site from template	Build out site from template
12	Tables Styling tables	table exercise	table exercise

13	Images creation for Javascript rollover Javascript rollovers Review of code	Javascript rollover exercise Questions about quiz	Javascript rollover exercise
14	Q&A Website debugging	quiz Q&A Website debugging	Complete website
15	Final presentations	Final presentations and critique.	

Bibliography :

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