



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

Communication Design

COMD 2451 - Web Design I

Course Description

A required course for all Communication Design students. Topics include creative user interface design and best workflow practices. Students design a website using an HTML template, and develop design, typography and web programming skills. HTML and CSS are taught.

2 cl hr, 2 lab hrs, 3 cr

Prerequisites

COMD 1200

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 semantic HTML 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 document elements, and introduction of forms for user feedback.	Students will display competency through implementation of a table and form assignment.
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General Education Outcome covered:	How the outcome is assessed:
Writing Write to express ideas clearly and concisely.	Evaluate how well students absorbed and consequently applied the learning through graded written portions of projects.
Information Literacy Research and evaluate information sources.	Assess through class discussion and written tests if students have developed the ability to find information through proper resources.
Oral Communication Prepare and deliver oral communication that promotes knowledge and understanding.	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:

HTML and CSS: Design and Build Websites

Jon Duckett

John Wiley & Sons, Inc. (2011)

ISBN-13: 978-1118008188/ISBN-10: 1118008189

Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics 4th Edition

Jennifer Niederst Robbins

O'Reilly Media Inc. (2012)

ISBN-13: 978-1449319274/ ISBN-10: 1449319270

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition)
(Voices That Matter) 3rd Edition

Steve Krug

New Riders (2014)

ISBN-13: 978-0321965516/ ISBN-10: 0321965515

Attendance (College) and Lateness (Department) Policies:

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop in a grade due to an inability to meet the deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any two 'lates' (15 minutes or more) will be equal to 1 absence.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions and other intellectual property owe their audience and sources accuracy and honesty in using, crediting and citation of sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.

Grading

90% = Course projects/assignments

Project	40%
Homework	30%
Quiz	20%

10% = Class preparation/participation/attendance

CP/P/A	10%
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Topics

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1	<ul style="list-style-type: none">● Overview of Web I syllabus● Introduction to domain registries and hosting service	<ul style="list-style-type: none">● Review course syllabus.● Students will select domain name and register● Students will sign up for hosting service	<ul style="list-style-type: none">● Students will select domain name and register● Students will sign up for hosting service

2	<ul style="list-style-type: none"> ● Setting up a site ● Software tools ● Uploading files ● Structure of a web page ● Using code and design views 	<ul style="list-style-type: none"> ● Begin design process: logo, look-and-feel, style. 	<ul style="list-style-type: none"> ● Begin design process: logo, look-and-feel, style.
3	<ul style="list-style-type: none"> ● Review page designs 	<ul style="list-style-type: none"> ● Review page designs 	<ul style="list-style-type: none"> ● Design a second page
4	<ul style="list-style-type: none"> ● Build an under construction page 	<ul style="list-style-type: none"> ● Build an under construction page 	<ul style="list-style-type: none"> ● Build an under construction page
5	<ul style="list-style-type: none"> ● Introduction to CSS ● Build a page, text only 	<ul style="list-style-type: none"> ● Introduction to CSS ● Build a page, text only 	<ul style="list-style-type: none"> ● Build a page, text only
6	<ul style="list-style-type: none"> ● Introduction to images ● Introduction to color 	<ul style="list-style-type: none"> ● Begin designing one page with text and images ● Questions about quiz 	<ul style="list-style-type: none"> ● Design one page with text and images
7	<ul style="list-style-type: none"> ● Layout of a page with text and images ● Alignment, title tags, divs 	<ul style="list-style-type: none"> ● quiz ● Layout a page with text and images 	<ul style="list-style-type: none"> ● Layout a page with text and images
8	<ul style="list-style-type: none"> ● Site architecture ● Main navigation, sub navigation 	<ul style="list-style-type: none"> ● Layout a flowchart/site map 	<ul style="list-style-type: none"> ● Layout flowchart/site map
9	<ul style="list-style-type: none"> ● Site design ● Flow ● Link text, link images ● Image map ● Page template introduction 	<ul style="list-style-type: none"> ● Design whole site 	<ul style="list-style-type: none"> ● Design whole site
11	<ul style="list-style-type: none"> ● Introduction to the box model 	<ul style="list-style-type: none"> ● Build out site from template 	<ul style="list-style-type: none"> ● Prepare for quiz ● Build out site from template
10	<ul style="list-style-type: none"> ● Build out site from template 	<ul style="list-style-type: none"> ● Quiz ● Build out site from template 	<ul style="list-style-type: none"> ● Build out site from template
12	<ul style="list-style-type: none"> ● Forms ● What they do, how they work 	<ul style="list-style-type: none"> ● Form exercise 	<ul style="list-style-type: none"> ● form exercise
13	<ul style="list-style-type: none"> ● Javascript ● What it does, how it works 	<ul style="list-style-type: none"> ● Javascript element exercise, insertion in document ● Questions about quiz 	<ul style="list-style-type: none"> ● Javascript element exercise
14	<ul style="list-style-type: none"> ● Q&A ● Website debugging 	<ul style="list-style-type: none"> ● quiz ● Q&A ● Website debugging 	<ul style="list-style-type: none"> ● Complete website

15	• Final presentations	• Final presentations and critique.	
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Bibliography

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