



Course Title: **Intermediate Web Design**
Course Number: **GWDB273 EA**
Session/Year: **Summer 2018**
Day/Time: **Tuesdays 5:00pm – 10:30pm, Lab 1004**
Instructor: Patricia Kruep
Contact Info: pkruep@aii.edu
Office Hours: Tuesdays and Thursdays, 1:30 – 2:00pm
*appointments preferred

Course Description: An exploration of methods for styling websites and creating various page layouts. This course will examine the practical application of styling web page content.

Core Course Competencies: Upon successful completion of the course, the student should be able to:

Define terms and methods for styling web pages

- Articulate the concept for a web page design
- Identify issues of accessibility that need to be addressed when styling web pages for various devices
- Discuss the benefits of separating structure and presentation during web site production

Apply various methods for styling web pages

- Use CSS to visually design the presentation of web page content
- Implement various page layouts
- Design a web site that works on different screen resolutions and devices

Solve information architecture and communication problems with effective web site styling

- Identify ways to use on-line resources for problem solving

Course Length: 11 weeks

Contact Hours: 6 per week

Credit Value: 4

Definition of a Credit Hour: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10 to 12 weeks, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practicum, studio work, and other academic work leading to the award of credit hours.

School Policies:

Academic Services/Advising: Your School Director or a member of the faculty or virtual advising team is designated as your academic advisor at The Art Institute of Washington. In addition to helping you succeed with your educational goals, the academic advisor will also guide you toward your career goals and successful completion of your portfolio work. While every effort is made by all advisors to assist you in planning your schedules, it is your responsibility to know course sequence and prerequisites for your program of study. If you fail a prerequisite to a course for which you have pre-registered, it is your responsibility to change your schedule prior to the end of the add/drop period.

Disability Services: The Art Institute of Washington provides accommodations to qualified students with disabilities. The Department of Disability Support Services assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Washington.

Students who seek reasonable accommodations should notify Disability Support Services at 1-855-855-0567 or dss@ai-i.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Student Resolution at studentresolution@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Satisfactory Academic Progress: The Art Institute of Washington encourages students to excel in their classes and to earn the highest grades possible. The minimum acceptable academic standard to become a graduate is to earn a 2.0 cumulative grade point average (CGPA) and pass at least 2/3 of the courses attempted (ICR). Receiving a failing grade in any course requires a student to retake the class at the first opportunity. The second, passing grade mathematically raises the CGPA. Earning a D in a class is a passing grade; however, a D is worth only 1 grade point and can lower the CGPA to below the minimum level to graduate (2.0). Therefore, it is in the best interest of students to complete their courses with a grade of C or higher. If students encounter difficulty with class material, they are encouraged to utilize the Academic Support Center (703-247-6818) on the 12th floor. Should extenuating circumstances take place that require a student to stop attending classes, students are responsible for contacting their instructor, School Director, or the Registrar's office on the 10th floor.

Academic Resources: Students are expected to utilize resources such as the campus library for research assignments and academic support center for tutoring needs. Information on these services can be found on the student portal at myaicampus.com.

Student Conduct Policy: The Art Institute of Washington recognizes its students as responsible and dedicated men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they conduct themselves during the education process in the same manner as will be expected in all employment situations.

As members of The Art Institute of Washington community, students have responsibilities and duties commensurate with their rights and privileges. In this policy, The Art Institute of Washington provides guidance to students regarding those standards of student conduct and behavior that it considers essential to its educational mission. This policy also provides guidance regarding the types of conduct that infringe upon the fulfillment of the Institute's mission. Please refer to the "Student Conduct Policy", page 27, [Student Handbook 2012-2013](#) for more details. <http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf>

Academic Honesty at The Art Institute of Washington: As members of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to honestly interface with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must accurately represent facts, and refrain from dishonorable or unethical conduct related to academic work. Students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student's own efforts is considered dishonest. Engaging in academic dishonesty is a rule infraction with severe consequences for the students.

Academic dishonesty includes, but is not limited to, the following:

1. *Cheating*

2. *Plagiarism*
3. *Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved*
4. *Submission of any work (full or partial) not actually produced by the student*
5. *Submission of any work without clear acknowledgment (reference/credit) of the original author or creator of the work*

Students proven to have been dishonest in submitting or presenting their work in a class will receive the following sanctions:

- First Offense: you will receive an F for the assignment and meet with your program director
- Second Offense: you will receive an F in the course in which you committed the second offense and will need to meet with the Dean of Academic Affairs
- Third Offense: you will be dismissed from The Art Institute of Washington

Record of any incidents will be kept in the student's fill—this procedure is in place for all a student's classes collectively. If such an incident occurs and you would like to file a written appeal, you may do so with the academic director of the department.

Portable Communication Devices: The Art Institute of Washington is committed to providing an atmosphere that enables the highest quality of student learning. In order to ensure the maintenance of such an environment, The Art Institute of Washington prohibits the use of portable telecommunications devices (cell phones, pagers, mp3 players, radios, etc.) in classrooms during class meetings. Such devices should be disabled prior to class periods to prevent their inadvertently sounding during classes. Failure to adhere to this regulation may result in grade adjustments, dismissal from class, and/or additional disciplinary action. Page 8, *Student Handbook 2012-2013*. <http://www.artinstitutes.edu/arlington/pdf/student-handbook.pdf>

Attendance Policy: The Art Institute of Washington is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or states late is still held responsible for his/her absences.

A student who is *absent for three cumulative weeks* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's office.

It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Unearned F (UF) Grade: Students who failed the course and did not complete the final assignments in the course. Final assignments include, but are not limited to: final exam, final project, final paper, portfolio presentation, capstone project, or any assignment due in the last week of the course. If a student completed some or any other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F graded will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

Student Evaluation/Methods of Assessment

The instructor is looking for steady improvement and active engagement of the course of the quarter.

Grading: Grading is based on culmination of points (think XP). Points are earned by completing various challenges. Point values for these challenges are based on their complexity and difficulty. Something easily accomplished (for example, submitting a URL) would have a lower point value than something of higher difficulty (for example, presenting a completed, working website). See below for an outline of types of challenges and their point values. Note that some of these are required, some are optional, and some may be completed multiple times for additional points.

Points awarded for a given challenge are based on effort towards the challenge and level of completion. Work must be officially submitted, per challenge instructions, for points to be awarded. Conversely, work not submitted or work not submitted correctly will receive 0 points. Late work may not receive the full amount of points available.

Estimated Homework Hours: Read the assigned texts. Expect to spend several (at least 10) hours each week on this class. Programming is best learned by doing. Writing code is easy. Getting it to work is hard. Good UX and web design doesn't just happen—it is the product of an iterative process.

Assignments: All assignments (aka challenges) and assignment details are posted to Brightspace course shell.

Levels: Everyone starts at level 0 (n00b) with 0 points. As you gain points by completing tasks and activities, you rise in levels, the highest being 20 (Master). See the chart below for levels and their points values. Your midterm grade is based on your completion percentage towards level 10. Your final grade is based on your completion percentage towards level 17. For example, by midterm you achieved 1400pts, level 8 (just shy of level 9). To reach level 10, you needed 1600pts. 1400 is 87.5% of 1600 ($1400 / 1600 * 100$). Looking at the grading scale below the levels chart, 87.5 is a B—your grade for midterm.

Grading Scale:

A	100-92	C+	79.9-78
A-	91.9-90	C	77.9-72
B+	89.9-88	C-	71.9-70
B	87.9-82	D+	69.9-67
B-	81.9-80	D	66.9-60
		F	59.9-0

Levels	XP	Rank
Level 20	4000	Master of All Web
Level 19	3700	Unicorn
Level 18	3550	Step <Aside>
Level 17	3400	Lord of the Coders
Level 16	3175	Pikachu
Level 15	2950	Survivor
Level 14	2700	Super Man Ticks
Level 13	2500	Senior Designer
Level 12	2200	Web Developer
Level 11	1900	Designer
Level 10	1600	King Code
Level 9	1450	Virtual Builder
Level 8	1300	Some Man Ticks
Level 7	1125	Supervisor
Level 6	950	Fetcher of Coffee and Donuts
Level 5	700	HTML5 Master
Level 4	500	CSS Wizard
Level 3	350	Code Monkey
Level 2	225	Div Artist
Level 1	100	Intern
Level 0	0	n00b

Class Policies:

Estimated Homework Hours: Read the assigned texts. Expect to spend several (at least 10) hours each week on this class. Good UX and web design doesn't just happen—it is the product of an iterative process.

Submitting Work: Assignments, including the portfolio checklist/sign-off, will include instructions for submission. Unless specifically stated otherwise, all assignments will be submitted in some form via the Brightspace course shell. Students need to be able to access their MyAiCampus accounts and Brightspace.

Late Work: Work turned in late will not be awarded the full amount of available points for the assignment. Point values decrease by 5% of the total value, rounded to nearest integer for each day the assignment is late.

Resubmitting Work: Work submitted on deadline may be resubmitted for an improved grade.

Lab Policies: No eating, drinking, smoking, chat/IM, installing software, or any other activity outlawed by the Technology department. Please limit surfing to the activity at hand.

Class Participation: When in class, you are expected to participate in class. That means participating in the activity at hand, be it working on a project, participating in a critique, following the lesson, etc. I urge you to make the most of the time and resources provided by this class and myself. Push yourself to the next level. This is the quarter you graduate. Make this class time count.

Class Conduct: Professional conduct is expected. Respect for classmates, the instructor, and the classroom environment is expected.

Class Communication: Primary communication is through scheduled class time. If necessary, students will be contacted through their student email account. Class assignments and other useful information will be posted on the Brightspace course shell and at <http://pk311.aisites.com>. I am also available for IM/Chat on Google Talk/Google+ (pkrupe) and AIM (pkrupe), Twitter: <http://twitter.com/littleberry>, and Facebook: <https://www.facebook.com/patricia.kruep>. You can also email me at pkrupe@aii.edu.

Week 11: This course is 11 weeks. That is, we meet 6 hours a week 11 times over the course of the quarter. Classes cancelled for any reason will not be made up. It is strongly recommended to not make plans for the scheduled class time during the 11th week.

Homework: All assignments posted on the Brightspace course shell and to <http://pk311.aisites.com>.

Handouts: All course resources or handouts posted on the Brightspace course shell and to <http://pk311.aisites.com>. This includes assigned readings.

Saving Work: You are responsible for all of your work. Keep backups of your files. Use the cloud. Keep your files organized. School computers and servers are not suitable or safe places to keep your files. It is a good practice to restart a lab computer before plugging in your own drive. On boot, the lab computers are reset to their initial settings. Any virus or other nasties that might be lurking there should be wiped away in the reset. **This is the quarter you *do not want* a technology meltdown. It is your responsibility to be diligent.**

Faculty Tardiness/Absenteeism: In the event that the instructor is late or absent, students should wait 30 minutes. Students must then circulate an attendance sheet and designate one of their members to scan or clearly photograph the attendance sheet and email the scan/photo to the instructor.

Materials and Supplies

Text and References:

- e-Book: *CSS Secrets: Better Solutions to Everyday Web Design Problems*. Verou, Lea.
- Additional references, resources, and articles will be posted to <http://pk311.aisites.com> as needed.

Technology Needed:

- Internet connection
- Server space for student portal
 - Student web account is sufficient
- Text editor (color-coding capability recommended)
- Web browsers (Internet Explorer, Firefox/Mozilla, Safari, Chrome, Opera)
 - Will need to test on both Mac and PC platforms
- Word processor
- Presentation software (PowerPoint, Keynote, Google Presentation, etc.)
- Adobe Acrobat
- Image editing/creating software (as needed)
- Storage media (USB drive/disk recommended)

Materials and Supplies:

- Index cards (4x6 and/or 5/8). These are not precious. You'll be using them like candy. Get many and bring them to class each week.
- Sharpies or other markers for sketching
- Notebook for storing class materials
- Presentation binder for project bible/process book/documentation
- Pens, pencils, and paper for taking notes, sketching out ideas, storyboarding, problem solving, flow charting, etc.

Course Calendar

Content subject to change at the discretion of the instructor.

	Topic/Activity	Assignment	Reading	Due Date
Week 1	Introduction to course and each other Review FTP, student hosting, and file management Coding style guide	See http://pk311.aisites.com and/or Brightspace for list of each week's assignments.	See http://pk311.aisites.com and/or Brightspace for list of each week's reading assignments.	
	Semantics with HTML and CSS Structured HTML			
Week 2	CSS syntax review CSS cascade (what style wins)			
	CSS Flexbox CSS Grid			
Week 3	Typography for the web Typography and layout			
Week 4	Responsive design Media queries			
Week 5	Midterm Design principles and gestalt Atomic design Design systems			
Week 6	UI patterns Navigation and menus Navigation and state			
Week 7	Responsive images Sprites			
Week 8	Displaying data Tables Charts			

Week 9	Form design Styling forms and form elements			
Week 10	Lab day/lesson overflow			
	Lab day/lesson overflow			
Week 11	Final			