The Art Institute of California℠

A College of Argosy University

Course Syllabus

Course Number: GWDA113
Course Title: Fundamentals of Web-Page Scripting

Class Meetings:	Section A, Monday, 12:30-4:30pm, Rm. 224, 2900 MAIN Bldg. The quarter begins on The quarter begins on Monday, 1/13/2014 and ends on Saturday, 03/29/2014.
Session/Year:	Wi14
Instructor Name:	Dr. Pete Markiewicz
Email Address:	pmarkiewicz@aii.edu
Phone:	Comeon, it's the 21st century, dude
Class website:	http://www.plyojump.com/courses
Office Hours:	Tuedsay, 12:00-4:00pm, Rm. 321, 2950 Bldg. (the Tutoring Center, near the Library and Registrar)
Contact me at:	pindiespace@gmail.com
Facebook, Linkedin	Username: "pindiespace" or Pete Markiewicz
Second Life	Students may also access "virtual office hours" during the same time as regular office hours by meeting the Instructor in the Second Life 3D virtual world (download client at http://www.secondlife.com) during Office Hours. Search for avatar "pindiespace potato"

Fundamentals of Web-based Scripting

Course Description:
This course is an introduction to writing and editing HTML documents for the production of Web pages. In addition, this course examines the history and future of Web media.

Course Focus: This course introduces students to the primary markup languages used on the web – HTML (in its modern form of XHTML and HTML5) and CSS (Cascading Style Sheets). Students will learn the basics of how the web works, client/server interactions, and features of web browsers. They will learn how to create web pages using XHTML, HTML5, and CSS. In addition, students will explore usable and accessible design patterns for creating websites. Additional design technologies (e.g. JavaScript) will be introduced. Students will also learn how to create industry standard design documents as part of site development..

Credit Values: 3 Credits

Course Competencies:
Upon successful completion of this course, the student should be able to:
- Identify websites that demonstrate good layout and usability design techniques.
- Compose basic HTML using a simple text editor.
- Design, produce, and successfully upload a basic website.
- Construct logical file and directory structures for a website.
- Implement frames, tables and forms using HTML.
- Apply principles of visual design to the layout of web pages.
- Create a proposal and flow chart suitable for delivery to a potential client.
- Apply time and resource management principles to the website production.
- Prepare and use images as effective elements of web design and content.

Course Focus Competencies:
- Learn the basic syntax of HTML and the layout of a standard HTML page
- Learn the basic HTML tags commonly used in web pages
- Learn how XHTML relates to standard HTML and XML standards
- Learn how to use Cascading Style Sheets (CSS) with HTML web pages for presentation
- Understand the new features of HTML5 and CSS3
- Understand the basics of website documentation (Design Documents, Project Presentations)
- Know the correct file/folder structure following WDIM guidelines for project submission
- Create a working, multi-page website and upload it to a web host on the Internet

Course Prerequisite(s): FS104 Computer Applications

Course Length:	10 Weeks	
Contact Hours:		44
	Lecture:	2 Hours per week
	Lab:	2.4 Hours per week
Credit Values:	3 Credits	

Quarter Credit Hour Definition:
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 10-12 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, practical, studio work, and other academic work leading to the award of credit hours.

Method of Instruction:
This course will include (1) lectures on topics in the required textbook and selected documents on the Internet, (2) labwork allowing students to apply concepts introduced during lectures, 7and (3) homework assignments which allow students to practice programming techniques introduced in class. Homework may include extra-credit options allowing students to go beyond the required programming techniques introduced in class. Homework from the previous week is presented in-class prior to the beginning of the lecture with basic and extra-credit options.

Students receive a weekly grade for their coursework consisting of (1) completed homework, (2) completed in-class assignments, and (3) credit for class participation, in particular researching or answering questions posed by the Instructor during the lecture.

Text #1 (REQUIRED) Online Text, if present in your course shell

Text #2 (OPTIONAL) HTML&CSS: Design and Build Websites, by Jon Duckett, Wiley, ISBN: 978-1-118-00818-8.

TEXT #3 (OPTIONAL): The CSS Anthology: 101 Essential Tips, Tricks & Hacks (3nd ed), by Rachel Andrew, Sitepoint, ISBN: 978-0-9805768-0-1.
http://www.sitepoint.com/books/cssant3/?historicredirect=cssant1&historicredirect=cssant2

TEXT #4 (OPTIONAL): Creating a Website, by Matthew MacDonald (3nd ed), O'Reilly, ISBN: 978-1-449-30172-9.

TEXT #5 (OPTIONAL): The Web Designer's Idea Book, by Patrick McNeil, HOW Books, **ISBN-10:** 160061972X **ISBN-13:** 978-1600619724.

Materials and Supplies: Backup media (CD-ROMs or thumbdrives)

Estimated Homework Hours: # 4 Hours per week

Technology Needed: Student and/or ISP accounts allowing upload of websites.

NOTE: If you cannot upload a website to a web host for which you are the account holder (not a freebie site or a social network page) **YOU WILL FAIL THE COURSE.**

Grading Scale:
All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Assessment Criteria and Methods of Evaluating Students:

Attendance and Participation	10%
Assignments and Exercises	45%
Mid-Term Project/Examination	15%
Final Project/Examination	30% (15% individual, 15% group)
Total:	100%

Student Evaluation / Grading Policies:
- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work policy:
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:
- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.

- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

Policy for this Instructor:
1. **If you don't understand, come to office hours…**
2. **Office hours are not a second lecture** – they are designed to give you additional help for problems you didn't understand in class.
3. **You are completely responsible** for your own performance in class.
4. **Students will complete all work** in the syllabus. If there is a school holiday, you are still expected to complete assignments for that week.

*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.

School-wide Attendance Policy:
Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify the Academic Affairs Department will be withdrawn from school. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time.

Scholastic Dishonesty:
Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institute. Academic dishonesty includes but is not limited to: plagiarism and cheating, misuse of academic resources or facilities, and misuse of computer software, data, equipment or networks. *Plagiarism* is the use (copying) of another person's ideas, words, visual images, or audio samples, presented in a manner that makes the work appear to be the student's original creation. All work that is not the student's original creation, or any idea or fact that is not "common knowledge," must be documented properly to avoid even accidental infractions of the honor code.

Cheating is to gain an unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Disability Policy Statement:
 "It is our policy not to discriminate against qualified students with documented disabilities in our educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact LaToya Williams, Student Support and Disability Services Coordinator by phone (310-314-6112) or by email (lrwilliams@aii.edu)."

Tutoring Center:
Full-time faculty will be available during office hours to share knowledge, engage in dialogue and/or give advice and guidance to our student body in the Student Success Center. Students may meet with full-time faculty during their office hours by scheduling an appointment with the faculty member.

Commitment to Excellence – Reading/Writing/Comprehension:
While the principal goal of this course is the acquisition of knowledge in the subject area, students should be aware that The Art Institute of California requires that research on a particular topic and clear and effective writing be an integral part of the learning process.

Library Assignment:
All students will need to utilize the Library for research and reference throughout the quarter. The Library is a valuable source for finding design ideas that will be needed for this course, i.e.: inspiration and design fundamentals for mid-term and final projects; locating popular trends in design, illustration and photography; referencing past award winning designs which may be used as a guide; identifying benchmarks or referencing competent design works.

Course Outline:
Monday, Jan 20th, and Friday, Feb 21st are Campus Holidays. No classes are scheduled.

Week/Day	Topics
	Introduction to HTML, Web Design, and Programming (Chap. 1)
1	**LECTURE:** Syllabus review. History of the Web. How the Web Works. Examples of effective Web design. Introduction to HTML and markup languages. **LAB:** Create a standard web development environment. Create a one-page website in a basic web directory **HOMEWORK**: Create site, using basic HTML markup, following assigned tutorials.
	Hyperlinks and Text Formatting, Getting a Web Host (Chaps. 2, 3, 4)
2	**LECTURE:** Web pages that suck. Design history of the web. IDES. More on HTML markup tags. Empty and non-empty tags. HTML tag attributes. HTML entities. Lists. URLS. How CSS integrates with HTML. Schematics and deliverables. Sitemaps. Getting a web host. **LAB:** Practice creating web pages using standard HTML tags. Website directories. Intro to web hosts and Dreamweaver's FTP upload/download features. **HOMEWORK:** Create a multi-page website with hyperlinks and text formatting. Book assignments. Adobe Photoshop tutorial – Making Ui elements using layer styles. GET A WEB HOST! REQUIRED FOR THIS COURSE!
	Process, Standards, Hyperlinks, Wireframes and Brand Identity (Chap. 4, 18)
3	**LECTURE:** Review of web document structure. Role of DOCTYPE. Review of Multi-Page websites, site maps, and Photoshop layer tutorials. Standards and validation. Deliverable file and folder structure. More about web hosts. Domain Registrars. Using Dreamweaver to set up sites. The Process of web page design. Making wireframes with CSS. Grey Box with CSS. **LAB:** Get a web host NOW. Setting up a website using Dreamweaver. Site design from concept to wireframe. **HOMEWORK:** Redesign of Urban Survival website, including drawn wireframes and basic web pages employing multi-page website principles. Book assignments.
	Site redesign, Images (Chapter 5, 18)
	LECTURE: Review of Urban Survival redesign assignment. Responsive design examples. Image formats

4	on the web (JPG, PNG, GIF, WBMP). Converting digital images for website. Size, color depth and "transparent" colors. Using Photoshop to process images for use on websites. Midterm reviews. **LAB:** Fix your Urban Survival redesign following class example. Web image conversion in Photoshop **HOMEWORK:** PREPARE FOR MIDTERM TEST NEXT WEEK.
	MIDTERM TEST
5	**LAB:** Work on midterm (will take the entire class). **HOMEWORK:** Preliminary website proposal (data collection for final project)
	Standards, Design Docs, Project Presentations, Intro to CSS (Chapters 10, 11, 18)
6	**LECTURE:** Midterm review. HTML standards, browser differences, validation, and standards compliance. WDIM Standards. Grids in web design. Responsive Design. Progressive Enhancement as a web design principle. Graceful Decay as a design principle. Lynx and Screen Readers. Design Documents & Project Presentations (examples). Introduction to CSS. Zen Garden. **LAB:** Create a standards-compliant website. Use basic CSS to format the web page. **HOMEWORK:** Create a website matching the supplied wireframe. Book assignments.
	CSS, Part II, Grid Systems (Chapters 11, 12, 13)
7	**LECTURE:** Discussion of week 06 assignments. CSS selectors. The Box Model. Divs and Spans. Grids and basic layout. CSS-based grid systems. Liquid, jelly, frozen, responsive design patterns. **LAB:** CSS work from on an in-class website, following a "960" or "1kb" CSS grid **HOMEWORK:** CSS tutorials, provided by Instructor. Book assignments.
	Advanced CSS, Rich Media Integration (Chapters 9, 15, 16)
8	**LECTURE:** Advanced CSS. The Box Model redux. Advanced layout and positioning. Using CSS for page layout. Solving complex CSS design problems using online tutorials. **LAB:** Work with advanced CSS "Box Model" and layout styles. What's needed in your final project. **HOMEWORK:** CSS Challenge – creating complex designs using CSS. Begin work on final website, following final project specifications.
	HTML forms and Tables Redux, Intro to JavaScript (Chapters 7, 14, Lecture Notes)
9	**LECTURE:** HTML tables. HTML forms. Client and server-side program technology. How scripting enables "the dynamic web". Introduction to JavaScript. Introduction to server-side programs (PHP and ASP.NET). **LAB:** Students demonstrate CSS design solutions. HTML table exercise. HTML form exercise. Linking JavaScript to a web form. Introduction to JavaScript, JQuery, Modernizr, and PHP. **HOMEWORK:** Complete final website and design document.
	JavaScript, JQuery, HTML 5, Mobile Development (Chapter 17, Lecture Notes)
10	**LECTURE:** Mobile webpage design. CD delivery of deliverables.

LAB:
Students use advanced CSS, HTML 5, JQuery and standards to create a iPhone-compatible website.
HOMEWORK:
Complete final website and project presentation. Upload website.

	FINAL PROJECT PRESENTATION
11	*Students submit a CD file and directory structure for their site, including all final project elements. Students demonstrate uploaded website.*
	Students present final website and project presentation to class.