

MAGD 270 Web Development Fall 2017

McGraw 127

2:00pm – 3:15 Tuesdays and Thursdays

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Office hours: M 4:30pm – 5:30pm, Tu and Th 3:30pm – 5:30pm, or by appointment

Office: L1217K, Andersen Library, located in the L1217 corridor (near TV Station)

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Prerequisites

MAGD 150 and MAGD 210

Course Overview

In this course, students will design, develop, and deliver working web pages and web sites. Content will be chosen by students, within the parameters and goals for an assignment or project. Students will learn to develop web pages using hand-coding techniques using BBEdit for writing HTML and CSS code, along with web browser development tools, for example, Google Developer Tools, for previewing pages and editing code. Planning for web sites and interaction design, as it applies to the web, will also be included in the course content. Assigned readings and research will be relevant to current trends in web design and development. The course will focus on the web technologies including HTML5, CSS3, and web development frameworks (Bootstrap).

Course Objectives

By the end of the course, students will:

Be able to design and develop web pages by hand coding HTML and CSS using an HTML editor and web browser development tools.

Understand and utilize HTML5 and CSS3 for developing web pages, and be introduced to coding for websites.

Know how to how to work with HTML and CSS code to achieve intended results in web page designs.

Be able to use Google Developer Tools to view, analyze, and adjust working web pages.

Work with a development and design process.

Incorporate principles of Interaction Design in creating web pages and sites.

Apply principles of Visual Design in creating web pages and sites.

Develop web pages which feature rich media including audio and video assets.

Apply techniques which allow web pages to automatically adjust to different screen sizes (Responsive Design).

Understand differences in web browsers and how this affects development.

Be able to develop web pages using the Bootstrap framework.

Develop skills in providing meaningful, constructive feedback for fellow students in class critiques.

Course Format

Two class meetings per week, mixed format, lectures, discussions, lab/studio time.

Required Readings

Readings and resources will be made available during the semester on D2L.

Supplementary Sources

Resources which are useful in the course and beyond, but are not required to be purchased for the course:

HTML and CSS: A Visual QuickStart Guide (8th Ed.)2nd Ed. (2013), Elizabeth Castro, Bruce Hyslop. Peachpit Press.

The Modern Web, Multi-Device Web Development with HTML5, CSS3, and JavaScript (2013), Peter Gasston. No Starch Press.

User-Centered Web Site Development: A Human-Computer Interaction Approach (2003), Daniel McCracken, Rosalee J. Wolfe, Jared M. Spool. Pearson Publishing.

BBEdit User Manual

Reference web sites:

w3.org

W3School.com

lipsum.org

CSSZenGarden.com

GetBootstrap.com

Additional resource will be made available during the semester on D2L.

Materials

Software will be available on computers in class. Any software tools used beyond what is on class computers will be free or open-source software.

Students should have some means of saving files, a thumb drive or other external drive, or online means of saving files (dropbox.com, Google drive etc.)

D2L, and the U drive will be used for exchanging files.

All relevant course information will be located on D2L.

Software

BBEdit will be the main HTML text editor used for this course. Google Development Tools will also be used. Other software tools will be necessary for creating content (images, audio, and video), depending on the assignment or project details.

Grading Opportunities

The final course grade will be calculated from the following areas:

30% assignments

60% projects

10% attendance / participation

There will be four graded (Pass / Fail) assignments which will each be worth 7.5% of the final grade. Details for each assignment will be given in the assignment description pdf file.

There will be two graded (percentage 59 - 100) projects. The first project will be three weeks in duration and worth 25% of the overall course grade. The second project will be five to six weeks in duration and will be worth 35% of the final grade. Details for each project will be given in the project description pdf file.

Attendance Policy

Attendance and participation will be worth 10% of the overall grade. You can miss up to three classes without it impacting your attendance grade. Beyond missing three classes, you will lose 5% of your attendance / participation grade for every two classes missed. If you have a legitimate excuse for missing class, i.e., doctor's appointment, emergency, or illness, please communicate with the instructor in person or by email and provide documentation to not have the absence negatively impact your attendance / participation grade.

Grading Standards

Letter Grades

- A (93 and above) – Outstanding
- A- (90 – 92) – Excellent
- B+ (87 – 89) – High Achievement
- B (83-86) – Good
- B- (80 – 82) – Meets Requirements
- C+ (77 – 79) – Acceptable
- C (73-76) – Average
- C- (70 – 72) – Below Average
- D+ (67 – 69) – Below Average
- D (63 – 66) – Below Average
- D- (60 – 62) – Below Average
- F (59 or below) – Failure

Criteria for evaluation of assignments and projects:

Quality of work relating to concepts, ideas and research, as well as effective and creative use of tools for required tasks. All graded work assignments, and projects, will clearly state the objectives and areas of grading. This information will be included in the assignment, or project description. Feedback for graded work will communicate how a student performed and how the grade was calculated following the stated criteria. If there is any question during the semester as to why a grade was given or how it was determined, please see the instructor during office hours or other scheduled appointment time.

Attendance Policy

Class attendance is critical to understanding the subject matter and successfully completing the course. Missing class without the following valid excuses will negatively impact attendance as it relates the participation part of your final grade:

Family emergency illness and can provide a doctor's note or equivalent from Health Services.

UWW extracurricular activity and can provide note from coach or advisor.

Internship or job interview and can provide documentation from company.

You must communicate with the instructor and provide documentation within one week for an absence to be counted as excused.

Be on time for class and stay for the duration of class session.

Attendance at discussions of project work is very important - you will be made aware of the dates for these discussions, at the end of a project, well in advance via the class schedule and announcements from the instructor. Thoughtful participation in discussing your work and

your classmates work is part of your participation grade in the course.

You are allowed three absences during the semester. Any unexcused absences beyond five will negatively impact your attendance / participation grade. Please see details in the **Grading Opportunities** area above for more information.

Student Conduct

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Students with Disabilities

Learning support services for students with disabilities is provided. Students can get more information at the Center for Students with Disabilities: <http://www.uww.edu/csd>

Schedule

updated 11.30.17

please note: the schedule is subject to change. Any updates in the schedule will be announced in class and on D2L.

Week 1

Thursday, September 7

Introduction to course

Software Tools

For next class:

Go through the following **sections** in the HTML tutorial located at: <http://www.w3schools.com/html>

Introduction to Paragraphs (skip **Editors**)

use the **Try It Yourself** tool as you work through the tutorial

Week 2

Tuesday, September 12

Creating Basic Web Pages

HTML Text

Thursday, September 14

CSS for HTML text

Browser Developer Tools

Assignment One, HTML Text, CSS, and Images
due September 19

Week 3

Tuesday, September 19

Work on **Assignment One** in class, due at end of day

Thursday, September 21

Interaction Design for Web Sites

Week 4

Tuesday, September 26

HTML and CSS for Web Page Layout

Thursday, September 28

HTML and CSS for Web Page Layout

Assignment Two, HTML, CSS, and Images, Designing Web Page Layout
due October 3

Week 5

Tuesday, October 3

CSS for positioning, and box model (padding, margin, and border)

Work on **Assignment Two** in class, due at end of day

Project One, Portfolio Site

due October 24

Thursday, October 5

Google Fonts

Work time for **Project One**

Week 6

Tuesday, October 10

Responsive Design

Thursday, October 12

Responsive Design

Work time for **Project One**

Week 7

Tuesday, October 17

Work time for **Project One**

Thursday, October 19

Work time for **Project One**

Week 8

Tuesday, October 24

Discuss Project One, **due by start of class**

Introduction to Bootstrap Framework

Thursday, October 26

Bootstrap

Assignment Three, Creating Web Pages with Bootstrap Framework
due October 31

Week 9

Tuesday, October 31

Assignment Three, due at end of the day

Project Two, Site Re-Design using Bootstrap Framework
due December 12

Thursday, November 2

Information Architecture, reverse engineering the structure of a site with the aim of improving the organization and structure of information in the site

Week 10

Tuesday, November 7

Incorporating Audio and Video in Bootstrap Pages

Thursday, November 9

Work time for **Project Two**

Week 11

Tuesday, November 14

Advanced HTML and CSS

Thursday, November 16

Advanced HTML and CSS

Assignment Four, using CSS3
due November 21

Week 12

Tuesday, November 21

Assignment Four, due by the end of the day

Thursday, November 23

Thanksgiving Holiday – no class meeting

Week 13

Tuesday, November 28

Experimental Web Development

WebAR

Thursday, November 30

Work time for **Project Two**

Week 14

Tuesday, December 5

Work time for **Project Two**

Thursday, December 7

Work time for **Project Two**

Week 15

Tuesday, December 12

Work time for **Project Two**

Project Two **due at the end of the day**

Final Exam Time (meeting)

Thursday, December 14, 2:30 – 4:30pm, McGraw 127

Format: Meet in class to discuss second projects.