

MAGD 270-01: Web Development

McGraw 127

11am – 12:15pm M W

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Office hours: M W 12:30pm – 1:30pm, Th 12:30pm – 3:30pm

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Prerequisites

MAGD 150 and 210

Course Overview

In this course, students will design, develop, and deliver working web pages and site prototypes. Content will be determined by students within the framework of a project. Beyond coding web pages, students will learn development and design processes along with principles of visual and interaction design. 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, JavaScript, and jQuery. Adobe Dreamweaver will be the main software, along with other development tools. Course materials will be available on D2L.

Course Objectives

By the end of the course, students will:

Be able to design and develop web pages and sites using Adobe Dreamweaver.

Understand key web technologies: HTML5, CSS3, JavaScript, and jQuery.

Know how to how to work with code directly using Dreamweaver and other tools.

Work with a development cycle which includes planning and an iterative 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 pages which feature rich media including audio and video assets.

Apply principles of Responsive Design and Mobile Design.

Understand differences in web browsers and how this affects development.

Use Dreamweaver 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 Readings

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.

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.)

Software

Adobe Dreamweaver is the main software for this course. 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:

20% assignments

70% projects

10% attendance / participation

There will be four graded (Pass / Fail) assignments which will each be worth 5% of the final grade. Assignments are given for work in class. Each assignment is for work started in-class and is due by the date of the following class meeting. Assignments turned in late will not be accepted. Assignment details will be described at the time of the assignment.

There will be four graded (percentage 59 - 100) projects. The first and second projects will be two weeks in duration and worth 10% of the overall course grade. The third and fourth projects will be four weeks in duration and each will be worth 25% of the final grade. Project details will be described at the time of the project.

Attendance policy: You are expected to attend class. Attendance and participation will be worth 10% of your overall grade. You can miss up to four classes without it impacting your attendance grade. Beyond missing five 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, you need to communicate with the instructor 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 on D2L. Any feedback for graded work will communicate how a student performed and how the grade was calculated following these 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 critiques is very important - you will be made aware of the dates for critiques well in advance via the class schedule and announcements from the instructor. Thoughtful participation in critiques is a key component of your participation grade in the course.

You are allowed five absences during the semester. Any 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 3.14.16

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

Week 1

Wednesday, January 20

Introduction to course

Creating a web page in Dreamweaver

Week 2

Monday, January 25

Setting up a site in Dreamweaver

Creating a web page with a Cascading Style Sheet (CSS)
working with text and images

Wednesday, January 27

Creating a web page with a Cascading Style Sheet (CSS)
working with text and images, and layout

Week 3

Monday, February 1

Assignment One – HTML and CSS basics

Wednesday, February 3

Assignment One due

Project One assigned

CSS for layout

Week 4

Monday, February 8

CSS for layout

Wednesday, February 10

work time

Week 5

Monday, February 15

work time

Wednesday, February 17

Project One due

Week 6

Monday, February 22

Responsive Design

Project Two assigned

Wednesday, February 24

Advanced CSS

Week 7

Monday, February 29

Advanced CSS

Wednesday, March 2

work time

Week 8

Monday, March 7

work time for Project 2

Project Two due end of day Tuesday, March 8

Wednesday, March 9

Project Three assigned

Information Architecture, Planning for websites

Week 9

Monday, March 14

HCI, Human Computer Interaction
Interaction Design Principles for web design

Assignment 2 given, due Thursday, March 17, end of day

Wednesday, March 16

work time for planning documents, Project 3, due end of day

Week 10

Monday, March 21

no class meeting – Spring Break

Wednesday, March 23

no class meeting – Spring Break

Week 11

Monday, March 28

JavaScript, jQuery using Dreamweaver

Wednesday, March 30

JavaScript, jQuery using Dreamweaver

Week 12

Monday, April 4

work time

Wednesday, April 6

Project Three due

Week 13

Monday, April 11

Project Four assigned

Bootstrap

Wednesday, April 13

Bootstrap

Week 14

Monday, April 18

Bootstrap

Wednesday, April 20

Video / Audio in HTML5

Week 15

Monday, April 25

Video / Audio in HTML5

Wednesday, April 27

work time

Week 16

Monday, May 2

work time

Wednesday, May 4

Project Four due

Final Exam Time (* there is no exam *)

Wednesday, May 11 10am – 12pm

Format: individual meetings by appointment at my office in Heidi Hall Room 432.

You do not have to meet with me, but if you would like to discuss your work during the semester, please make an appointment with me. for 10 – 15 minute meetings during the exam time, by emailing me at leightof@uww.edu. I will confirm a time with you.