

**The University of Akron
Myers School of Art**

[7100 282-001] [Web & Devices 2]

Professor:	Markus Vogl	Year:	Fall 2016
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Email:	mvv@uakron.edu	Day/Time:	T/TH 9:05AM – 11:50AM
Final Exam:	Thu, May 11: 10:00am-12:00pm		

I. COURSE DESCRIPTION

Building on knowledge from Web 1 students will review Information Architecture, dynamic web design within the MAMP (MAC, APACHE, MYSQL , PHP) environment, custom hosted for web distribution on computer screens and handheld devices.

II. RATIONALE

The student will build on knowledge obtained in Designing for the Web and Devices 1 in furthering a complete understanding of HTML and CSS. An emphasis is placed on research and design. We will review Information Architecture as it pertains to graphic design for the web. MySQL and php will be introduced for dynamic delivery of web contents. Students will experience designing specific applications for web distribution on computer screens as well as small handheld devices.

Domain names, ISP's and transferring and developing on an active server through ftp programs is discussed in preparation for clients. A primary goal is for each student to have and maintain a dynamic personal web site throughout the course. This site will be a launching pad for the students continued online presence. This course requires to obtain and host a personal domain name.

This is a 50% Lecture and 50% Lab Class. Students should expect equal time of lecture and open labs. During open labs (dates listed on the schedule) students are expected to come prepared with project materials to work on in class. Lectures could be comprised of lecture, presentations, discussions or critiques.

Students are required to spend an additional **5-10 hours per week** on development of projects **outside of class time**.

III. REQUIRED/OPTIONAL TEXTS

No required texts.

IV. COURSE GOALS/OBJECTIVES

Objectives	Applicable Standards: [See above]	Assignments/Assessments
Design and develop and appealing and functional and easy to use User interface (UX,UI) to present your personal designs	NASAD Standards: X. C. 3. B. (1) http://nasad.arts-accredit.org/site/docs/Handbook/	In class lectures, Project 1 and writing assignments
Develop a thorough understanding of HTML/CSS	http://www.w3.org/standards/	In class lectures, all homework assignments and projects
Development within the MAMP environment	http://mamp.info/	In class lectures, all homework assignments and projects
Introduction to php and the wordpress environment as a Content Management System	http://php.net/ http://codex.wordpress.org/	Project 2
Work with active server files	http://www.w3.org/standards/	Project 2

V. COURSE OUTLINE

<p>week</p> <p>1 T</p> <p>introduction to the course intro to resources design examples - design concepts - research</p> <p>Th</p> <p>review of CSS box model photoshop for the web, image compression, publishing sites webdev Google Font API</p>	<p>week</p> <p>6 T</p> <p>Intro to building custom wordpress theme start development for theme css php elements of the wordpress themes</p> <p>Th</p> <p>Develop taxonomy, control categories, custom template pages</p>	<p>week</p> <p>11 T</p> <p>fulfilment plugins</p> <p>Th</p> <p>add product section to folio site - social networking as news</p>
<p>week</p> <p>2 T</p> <p>present inspirational portfolio websites design blogs Wire-frame Examples</p> <p>Th</p> <p>mobile CSS – media query breakpoints - bootstrap</p>	<p>week</p> <p>7 T</p> <p>Use Advanced Custom Fields as CMS</p> <p>Th</p> <p>Fancybox plugin, MetaSlider Plugin Contact Form 7 Jetpack</p>	<p>week</p> <p>12 T</p> <p>Site tracking, bootstrap</p> <p>Th</p> <p>Wordpress Settings, Security, Caching</p>
<p>week</p> <p>3 TTH</p> <p>Review HTML CSS layouts based on WireFrame Design (Printed)</p>	<p>week</p> <p>8 T</p> <p>port local blog to live host environment, trouble shoot, work on theme.</p> <p>TH</p> <p>open lab</p>	<p>week</p> <p>14 TTh</p> <p>open lab with individual tutoring sessions finish all requirements</p>
<p>week</p> <p>4 T</p> <p>domain creation and hosting demo buy domain name by Week 7</p> <p>Th</p> <p>Open Lab</p>	<p>week</p> <p>9 TTh</p> <p>open lab with individual tutoring sessions finalize theme.</p>	<p>week</p> <p>15 T</p> <p>open lab with individual tutoring sessions finish all requirements</p> <p>Th</p> <p>presentation critique</p>
<p>week</p> <p>5 T</p> <p>presentation of Project 1</p> <p>Th</p> <p>Information Architecture Intro to php Intro to mysql and setup of development environment for wordpress blog in MAMP</p>	<p>week</p> <p>10 T</p> <p>MIDTERM</p> <p>personal folio site on hosting servers due</p> <p>Th</p> <p>intro to fulfilment sites, zazzle, cafepress, spreadshirt.</p>	<p>finals</p> <p>week</p> <p>FINALS WEEK</p>

VI. INSTRUCTIONAL STRATEGIES/ACTIVITIES

Students will work at applying design and type skills to the web and all of the design considerations that this entails. Throughout the process, students should be aware of all variables and tradeoffs that effect each decision made in the design process as it relates to the web. Students will also be made aware of future trends/directions in web design.

This is a 50% Lecture and 50% Lab Class. Students should expect equal time of lecture and open labs. During open labs (dates listed on the schedule) students are expected to come prepared with project materials to work on in class. Lectures could be comprised of lecture, presentations, discussions or critiques.

Students are required to spend an additional 5-15 hours per week on development of projects outside of class time.

VII. Technology Requirements

Students should have a working knowledge of word processing software, basic design software and an active UANet ID and password. Students should also have a thorough working knowledge of Adobe Photoshop.

**For technological support or to report instructional technology related problems, please call (330) 972-6888.*

Required Supply List

Backup drive 500GB minimum

Website on hosted custom domain name

Highly Suggested

digital still camera

Online Resources

<http://www.w3.org/>

<http://w3schools.com/>

<http://www.useit.com/>

<http://www.webstandards.org/>

<http://webprofessionals.org/>

<http://www.iainstitute.org/>

<http://www.ixda.org/>

<http://www.lynda.com>

Atomic Learning at <http://zipline.uakron.edu>

Dreamweaver Support Center at: <http://www.adobe.com/support/dreamweaver/>

More Resources to be found at course website: <http://markusvogl.com/web2>

Copyright note:

Copyright infringement is a punishable offense by law and will not be tolerated in class. Please use only materials (fonts, images, etc,) either created by yourself or with the

appropriate licenses. For example for fonts you can use open source fonts such as google fonts, for images use images with the appropriate creative commons licenses. You will have to obtain appropriate licenses for all assets not owned by you.

Protecting copyright is our concern, but it is your ultimate responsibility.

VIII. EVALUATION/STUDENT ASSESSMENT

Grades are the result of three major areas of evaluation: process, realization, and professionalism. These categories are further defined for evaluation as follows:

Process:

- *Research*, Are the research methods used by the students effectively chosen and implemented to arrive at successful solutions in design problems, and do they cover all aspects of the problem, including historical background and functional concerns?
- *Exploration*, Is the problem exploration both convergent and divergent, has the student exceeded personal taste barriers and expectations in their process?
- *Concept*, Are concepts inventive and appropriate, and do they satisfy the objectives of a stated visual problem?

Realization:

- *Visual organization*, Are all syntactic concerns, such as form, composition, and visual hierarchy, clearly and effectively articulated?
- *Communication*, Does the solution to the problem present an appropriate message, and does the form of the message resonate with the intended audience?
- *Color*, Does the application of color support the message, satisfy aesthetic and emotive concerns? Does the use of color show evidence of an understanding of color theory?
- *Craft*, Does the project reflect the appropriate use of tools, techniques and knowledge of the tools used to create all parts of the project and is it presented in a professional and prepared manner?

Professionalism:

- *Attendance*, Was the student in class and punctual?
- *Attitude*, Was the student's demeanor professional?
- *Verbal articulation*, Was the student able to critically address his or her work orally and respond to concepts discussed in class or in assigned readings?
- *Written articulation*, Was the student able to write critically about graphic design and write about concepts discussed in class.
- *Participation*, Did the student actively engage in a community of learning through contributions in critiques, discussions and projects?

The final grade is based on the following weighting:

project 1 = 300pts (wireframe plus HTML design)

project 2 = 300pts (web design)

project 3 = 250pts (mobile + ecommerce)

class notes = 150pts (digital)

TOTAL
= **1000pts**

Resubmissions

Only Final Stage of Project 1 can be resubmitted for review. Unless otherwise noted, project resubmissions will be accepted through the final instructional day of the semester. No late submissions will be accepted after this date. Homework Assignments and Blog Posts can not be resubmitted.

Grades

A

The student's work reflects outstanding achievement both in quantity and quality. The work pursues concepts, techniques above and beyond the problem. The student displays exceptional attitude in critique participation, response to criticism, and professional conduct. The student's ability to communicate and execute ideas exhibits outstanding achievement. The student adheres to attendance policy.

B

The student's work reflects above-average achievement both in quantity and quality. Student pursues ideas and suggestions presented in class and goes to extra effort to resolve required problems. The student displays a positive attitude in critique participation, response to criticism, and professional conduct. The student's ability to communicate and execute ideas exhibits above-average achievement. The student adheres to attendance policy.

C

The student's work reflects an acceptable achievement both in quantity and quality, and all work is completed as assigned. The student displays a positive attitude in critique participation, response to criticism and professional conduct. The student exhibits an acceptable level of ability in communication and execution of ideas and has an acceptable pattern of attendance.

D

The student's achievement is below average in quality and/or quantity. The student's response to criticism, professional conduct, and participation in critique is below acceptable standards or reflects an indifferent attitude. The student's work reflects an inability to satisfactorily communicate and execute ideas. The student's pattern of attendance may be unsatisfactory.

F

The student's work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. The student exhibits an unsatisfactory ability to, communicate and execute ideas and a pattern of low productivity. The student's attendance record may be unacceptable. The student's lack of participation in critiques, poor response to criticism, and inappropriate professional conduct results in a failing grade.

Grading Scale

A	94-100	Excel
A-	90-93	
B+	87-89	Above Average
B	84-86	
B-	80-83	
C+	77-79	Average
C	74-76	
C-	70-73	
D+	67-69	Below Average
D	64-66	
D-	60-63	
F	00-59	Failing

Attendance

Class attendance is mandatory. You are responsible for all lectures, announcements and assignments. Roll will be taken every class meeting. Lack of attendance, late arrivals and early departures will reflect in your final grade. For grading purposes, 3 late arrivals or early departures equal 1 absence. After 2 absences, for a two day a week class and 3 absences, for a three day a week class, your final semester grade will drop a letter grade and continue dropping for every absence thereafter. Should you miss a class for any reason, please assure that you receive notes and any related information from your colleagues. It is your responsibility to gather all the necessary information that was covered in the class you missed.

Preparedness with all materials to work in class is important. Class time must be utilized effectively.

Project Grades will be based on the individual criteria of each problem as listed above and will also include;

1. Concept, process development, craftsmanship and presentation.
2. Meeting all project deadlines. For each class period a project is late, the final grade on that project will be lowered one letter grade. No project will be accepted after one week past the deadline, consequently, an F will be given for that project. Reworking a project for a higher grade is encouraged, and must be turned in prior to the last scheduled class.
3. Class participation.
4. The instructor's opinion of the students design aesthetic.

Final Grades are based on the criteria listed above and the following: work habits, or lack of, late work, attendance, working potential, class participation including critiques, improvement over the semester and project grades.

Computer Labs:

All computer lab rules are posted and must be followed.

No eating, drinking, or cell phones in class.

IX. STUDENT ETHICS AND OTHER POLICY INFORMATION

For further information about The University of Akron's policies regarding student ethics and conduct, please consult the following sources:

<http://www.uakron.edu/gradsch/docs/Gradbulletin.pdf>, then select "General Information"

(academic honesty); or <http://www.uakron.edu/studentlife/sja/codecon.php> (Student Code of Conduct). Any student who feels she/he may need an accommodation based on the impact of a disability please consult <http://www.uakron.edu/access> and the Office of Accessibility at (330) 972-7928.

***Note:** The Myers School of Art has a zero tolerance policy on theft, plagiarism and all forms of harassment, punishable by dismissal.

Copyright note:

Copyright infringement is a punishable offense by law and will not be tolerated in class. Please use only materials (fonts, images, etc.) either created by yourself or with the appropriate licenses. For example for fonts you can use open source fonts such as google fonts, for images use images with the appropriate creative commons licenses. Protecting copyright is our concern, but it is your responsibility.

X. BIBLIOGRAPHY

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

Jennifer Niederst Robbins

O'Reilly Media 4th Edition

<http://shop.oreilly.com/product/0636920023494.do>

The Web Designer's Idea Book, Volume 3: Inspiration from Today's Best Web Design Trends, Themes and Styles

Patrick McNeill

HOW

http://www.amazon.com/The-Designers-Idea-Book-Volume/dp/1440323968/ref=sr_1_1?ie=UTF8&qid=1408987515&sr=8-1&keywords=9781440323966

The Principles of Beautiful Web Design, 3rd Edition

Jason Beard, James George

O'Reilly Media

<http://shop.oreilly.com/product/9780992279448.do>

CSS3: The Missing Manual, 3rd Edition

David Sawyer McFarland

O'Reilly Media

<http://shop.oreilly.com/product/0636920024996.do>

Learning PHP, MySQL, and JavaScript:
A Step-By-Step Guide to Creating Dynamic Websites
Robin Nixon
O'Reilly Media
<http://shop.oreilly.com/product/0636920033004.do>

TITLE IX Disclosure

The University of Akron is committed to providing an environment free of all forms of discrimination, including sexual violence and sexual harassment. This includes instances of attempted and/or completed sexual assault, domestic and dating violence, gender-based stalking, and sexual harassment. If you (or someone you know) has experienced or experiences sexual violence or sexual harassment, know that you are not alone. Help is available, regardless of when the violence or harassment occurred, and even if the person who did this is not a student, faculty or staff member.

Confidential help is available. If you wish to speak to a professional, in confidence, please contact:

- Rape Crisis Center – www.rccmsc.org – 24 Hour Hotline: 877-906-RAPE Office Located in the Student Recreation and Wellness Center 246 and the office number is: 330-972-6328
- University Counseling and Testing Center – uakron.edu/counseling 330-972-7082
- University Health Services – uakron.edu/healthservices 330-972-7808

Please know the majority of other University of Akron employees, including faculty members, are considered to be “responsible employees” under the law and are required to report sexual harassment and sexual violence. If you tell me about a situation, I will be required to report it to the Title IX Coordinator and possibly the police. You will still have options about how your case will be handled, including whether or not you wish to pursue a law enforcement or complaint process. You have a range of options available and we want to ensure you have access to the resources you need.

Additional information, resources, support and the University of Akron protocols for responding to sexual violence are available at uakron.edu/Title-IX.

