

Myers School of Art
Buchtel College of Arts and Sciences
The University of Akron

7100:471-001 – Web and Devices II

Meeting Days/Time: TTH 11:45am – 2:30pm

Term/Year: Fall 2019

Credit Hours: 3

Building/Room: Folk Hall 124

Course Prerequisite: 7100:281

Instructor: Associate Professor Markus Vogl

Office: Folk Hall 124A

Phone: (330) 972-5952

UA E-mail: mvv@uakron.edu

Office Hours: TuTh: 10:15am - 11:45am Room 124A – all appointments MUST be confirmed via email

I. COURSE DESCRIPTION:

Students learn dynamic back-end understanding of website development while maintaining an emphasis on design and creative solutions.

II. RATIONALE:

The student will build on knowledge obtained in Web and Devices I 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 content through the Wordpress Content Management System (CMS). Students will experience designing specific sites for web distribution on computer screens as well as smartphones and other screen sizes.

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 student's continued online presence. This course requires students to obtain and host a personal website and domain name.

This is a **50% Lecture and 50% Lab Class**. Students should expect equal time of lecture and open labs. During open labs 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**.

III. LEARNING OUTCOMES:

Objectives	Applicable Standards	Assignments/Assessments
Design and develop appealing, functional and, easy to use User interface to present your personal designs	NASAD Standards: X. C. 3. B. (1) http://nasad.arts-accredit.org/site/docs/Handbook/	In-class lectures, homework, Projects and blog posts.
Develop a thorough understanding of standard HTML/CSS	http://www.w3.org/standards/	Projects
Introduction to PHP and the Wordpress environment as a Content Management System	http://php.net/ https://codex.wordpress.org	Final Project
Work with active server files	https://developer.mozilla.org/en-US/Learn/What_is_a_web_server	Projects

IV. REQUIRED TEXT(S):

There are no required books for this course. Instead, a series of recommended (optional) books are provided in the **Resources** section of this course. These books can be read for free online. Specific chapters or readings may also be listed in each module as relevant to the week's discussion.

V. REQUIRED MATERIALS LIST:

- USB drive, minimum of 16GB
- A note pad and a sketch pad along with a pen or pencil
- A personal domain name (URL): \$10-\$15
- Space with a qualified hosting service (utilizing Linux, Apache, MySQL and PHP); pre-paid for 1-2 years: \$15-\$75

Recommended Supplies

- Account with the [Akron Public Library](#) for Lynda.com access
- Digital Camera or Scanner
- Cloud Storage (e.g. Google Drive)

Specific requirements for domain names and web hosts will be discussed in class. This course will also make use of Adobe Dreamweaver, Photoshop and Illustrator. These are available in the lab. Alternatives to Dreamweaver and other useful software will be listed in the course Resources in Brightspace for your exploration and may be used/demonstrated in class.

VI. COURSE GOALS/OBJECTIVES:

The primary objective of this course is to provide students with a strong foundation in web design and production. Students will learn:

- Basics of interactive wireframing for site planning and organization
- HTML and CSS for dynamic web structure
- Introduction to responsive web design and the Bootstrap framework
- Intro to dynamic web development using the PHP language
- Use of local testing environments and online production servers
- Use of MySQL and PHP to manage and create Wordpress sites
- Installation and management of Wordpress
- Use of plugins to enhance and extend Wordpress sites
- Domain names, web hosts and, working with active server files
- Use of metadata, search engine optimization and website analytics
- Understanding the uses of scripting/programming

VII. COURSE CALENDAR:

<hr/> Week 1 introduction to the course intro to resources design examples - design concepts - research Google Font API Photoshop design samples – responsive review of CSS box model <hr/>	<hr/> Week 6 research lab with individual tutoring sessions convert to HTML <hr/>	<hr/> Week 11 research lab with individual tutoring sessions work on theme. social networking as news <hr/>
<hr/> Week 2 present inspirational portfolio websites design blogs Wire-frame Examples mobile css – media query breakpoints – bootstrap demo <hr/>	<hr/> Week 7 research lab with individual tutoring sessions convert to HTML <hr/>	<hr/> Week 12 Site tracking, Wordpress Settings, Security, Caching <hr/>
<hr/> Week 3 Review photoshop designs and overlays – build HTML and CSS with bootstrap <hr/>	<hr/> Week 8 research lab with individual tutoring sessions HTML due <hr/>	<hr/> Week 13 research lab with individual tutoring sessions finish all requirements <hr/>
<hr/> Week 4 Review HTML CSS layouts based on psd Design (Printed) domain creation and hosting demo buy domain research lab <hr/>	<hr/> Week 9 Intro to building custom wordpress theme start development for theme css php elements of the wordpress themes Develop taxonomy, control categories, custom template pages <hr/>	<hr/> Week 14 research lab with individual tutoring sessions finish all requirements <hr/>
<hr/> Week 5 domain setup Project 1 due <hr/>	<hr/> Week 10 Use Advanced Custom Fields as CMS Fancybox plugin, MetaSlider Plugin Contact Form 7 Jetpack <hr/>	<hr/> Week 15 presentations critique <hr/>
<hr/>		<hr/> Finals week (submit all) <hr/>

VIII. 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 course is comprised of a series of blog posts (course notes) and projects. All assignments and projects will be submitted through Brightspace. The focus of this course will be on the design, refinement and production of your personal portfolio site. The site will include samples of your work, links to social media, your blog and, a storefront.

The course will focus on methods and strategies used to design responsive sites that are optimized for multiple screen sizes and will leverage the Bootstrap library to speed-up site development. There will be a variety of in-class, hands-on, demonstrations to lead the student through the entire design and development process. Strategies will be provided for designing for screen using Adobe applications, leveraging and customizing Bootstrap, integrating third-party libraries and, developing a custom Wordpress theme and site.

IX. TECHNOLOGY REQUIREMENTS:

Students must have and an active UA Net ID and password. Students will be expected to utilize UA email for all communication with faculty and staff.

This course will require the use of Adobe Creative Cloud and other development software. Students can access all required software in the lab or should have an active Creative Cloud subscription.

Online Resources

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

<http://w3schools.com/>

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

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

<http://webprofessionals.org/>

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

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

<http://www.lynda.com>

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

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

Wordpress.com

Two important elements of web design, and design in general, are **Communication** and **Community**. Many designers choose to blog as a way to improve their communication, to become a part of the design community, serve as a repository of their own knowledge and, to promote themselves. For this course, you will be required to maintain a blog as part of your site and as a way to collect your notes throughout the semester. You will start the semester with a [Wordpress.com](http://www.wordpress.com) blog. Once you have your own portfolio site created in Wordpress, you will import your blog posts from Wordpress.com to your personal site and continue posting to your personal site.

Posts will be created for each class related to what you are learning, sharing research that you are doing and, reflecting on the process of developing your site. Your Wordpress site will serve as your online notes for the class. As such, posts are expected to include useful notes, code examples, screen shots, etc... that will be helpful to refer back to while developing your site. Some weeks/classes will have specific prompts that will be posted to Brightspace.

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

X. EVALUATION/STUDENT ASSESSMENT:

This course is based around a variety of assignments/projects, weekly blog posts and continuous participation. A series of in-class demos/assignments will form a foundation of skills that students will be expected to apply to their own sites. While in-class work will not be graded on a class-by-class basis, in-class demonstrations and examples will directly impact your ability to complete the projects. Students are encouraged to follow along and apply the techniques to their own sites.

Grades are the result of three major areas of evaluation: **process**, **realization**, and **professionalism**. These categories are further broken down and 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? (3 absences equal an automatic drop of half grade, absences thereafter will be reviewed on case by case basis)
- **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 will be based upon the total number of points available for the course. A rubric for each project with the grading breakdown will be provided to each student in Brightspace.

Grade Breakdown

The final grade is based on the following weighting:

project 1 =	250pts (photoshop with proper overlay)
project 2 =	250pts (HTML)
project 3 =	300pts (responsive wordpress)
class notes =	100pts (digital)
blog posts =	100pts (wordpress.com)
TOTAL.	1000pts

Grading Scale

Grade	Percentage
A	94%-100%
A-	90%-93%
B+	87%-89%
B	83%-86%
B-	79%-82%
C+	77%-79%
C	74%-76%
C-	70%-73%
D+	67%-69%
D	64%-66%
D-	60%-63%
F	0%-59%

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.

Resubmissions

Unless otherwise noted, project resubmissions will be accepted up to the final instruction day of the semester. No submissions or resubmissions will be accepted after the final class period.

Grade Rationale

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.

XI. Communication Policy

Outside of class, email is preferred. Include the name of the course in the subject of your email, especially if emailing from a non-UA email account. If you need assistance with code or

anything of a technical nature, be as specific as possible. Include your code or other files as necessary. I will try to respond to messages within 48 hours.

XII. UNIVERSITY AND MYERS SCHOOL OF ART POLICIES:

Refer to the Myers School of Art Website, Academic Tab: Resources for Faculty, Staff and Students: <https://www.uakron.edu/art/academics/resources.dot>

- The University Code of Student Conduct, Ethics and Standards
- Myers After Hours Access Policy

Attendance

Students are required to attend all class meetings. Students may not miss more than one week's worth of class time without a penalty. For each absence in excess of one week, your final course grade will drop by one grade (e.g., from B to B-). Students traveling on Myers supported trips will not be penalized for missing class but must inform faculty prior to leaving and will be expected to fulfill class requirements.

Attendance is recorded each class period. For grading purposes, three late arrivals or early departures will equal one absence. **There will be a 5-minute grace period at the beginning of class before a late arrival is recorded.**

Title IX Information

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](#) – 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](#) - 330-972-7082
- [University Health Services](#) - 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 <http://uakron.edu/Title-IX/>.

Student Ethics

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).

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

Copyright

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.

Accessibility

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.

Computer Labs

All computer lab rules are posted and must be followed. No eating, drinking, or cell phones in class.

XIII. BIBLIOGRAPHY:

- World Wide Web Consortium web site content (1994-current). Retrieved from <http://www.w3.org>
- W3 Schools web site content and tutorials (1999-current). Retrieved from <http://www.w3schools.com>
- Marcotte, E. (2011) *Responsive Web Design*. A Book Apart
- McGrane, K (2012) *Content Strategy for Mobile*. A Book Apart
- Wroblewski, L. (2011) *Mobile First*. A Book Apart
- Keith, J. (2010) *HTML5 for Web Designers*. A Book Apart
- Cederholm, D. (2011) *CSS3 for Web Designers*. A Book Apart
- Kadlec, T. (2012) *Implementing Responsive Design: Building sites for an anywhere, everywhere web*. New Riders
- Walter, A. (2008) *Building Findable Websites: Web Standards SEO and Beyond*. New Riders Press
- Wang, P. Katila, S. (2003) *An Introduction to Web Design and Programming*. Course Technology/Cengage Learning
- Murphy, C. Persson, N. (2008) *HTML and CSS Web Standards Solutions, A Web Standardistas' Approach*. Apress
- Zeldman, J. (2006) *Designing With Web Standards, Second Edition*. Peachpit Press
- Weinman, L. (1999) *<designing web graphics.3>*. New Riders

Recommended Reading:

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

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

[1&keywords=9781440323966](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 Beaird, 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>

XIV. Additional Pertinent Student Information.**Semester Dates: Late Adds and Drops, and Withdrawal Dates**

A complete list of add/drop/withdrawal dates can be found online: uakron.edu/registrar/dates

- The last day to add a course without signatures is **Sunday, September 1**.
- The last day to add a course with the faculty instructor's signature, academic adviser's signature and your College Dean's signature is **Sunday, September 8**.
- The last day to drop a course, without a withdrawal, for all regular session courses, is **Sunday, September 8 at 11:59PM**.
- The last day to withdraw from a course, for all regular session courses, is **Sunday, October 13 at 11:59PM**.

Opportunities to Volunteer and Support the Myers School of Art:

Fall Visit Day | Guided Tour of Folk 10:30AM-12:00PM

Saturday, October 19, 2019

Audience: Seniors and juniors in high school

