

## Syllabus

### Course Info

Designing for the Web and Devices 2

7100 282-001 (76388) morning

7100 282-800 (76838) evening

Spring 2013

Tuesday/Thursday 9:15am - 11:55pm

Tuesday/Thursday 5:10pm - 7:50pm

Folk 124

Final Exam Time (morning): Thursday, Dec 12 Noon-1:55pm

Final Exam Time (evening): Thursday, Dec 12 6:00 - 7:55pm

Asst.Prof. Markus V. Vogl, MFA

Folk Hall Room 124 A

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330 972 5952

Office Hours: T/Th 12:30pm - 1:30pm and by appointment (please send email)

### Catalog 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.

### Full Description

The student will build on knowledge obtained in Designing for the Web and Devices 1 in furthering a complete understanding of XHTML 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**.

### Course Objectives

- basics of Information Architecture for site planning and organization
- XHTML and CSS for dynamic web structure
- MySQL and simple SQL commands
- intro to dynamic web architecture within the php language (open source)
- Domain name, ISP and working with active server files.
- Understanding the uses of scripting, programming
- Small screen considerations within the parameters of the media query

**Prerequisites:**

1) 7100:281-801 - Designing for the Web and Devices 1

2) The ability to:

- design and develop web pages and sites using standard, acceptable and appropriate XHTML and CSS (preferably from memory)
- publish files and sites to a server for public view

3) And have a:

- thorough working knowledge of Adobe Photoshop/Illustrator for web image/graphic generation
- working knowledge of Adobe Dreamweaver as hand coding program
- knowledge of Dreamweaver for page, link and site management

**Required Supply List**

- removable flash, jump drive or USB transfer drive, 2GB minimally
- sketchbook, wirebound, 5x7 or 7x10
- personal domain name, hosted within an acceptable dynamic environment (Linux, MySQL, PHP) (custom solutions accepted) pre paid for a minimum of 1 year, 2 years preferred

**Highly Suggested**

- digital still camera, 6mpxl minimally

**Required Reading**

- There are no required texts.

**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/>

**Suggested Reading**

Building Findable Websites: Web Standards SEO and Beyond  
Aaron Walter  
New Riders Press, February 23, 2008  
ISBN-10: 0321526287

Mastering Integrated HTML and CSS  
Virginia DeBolt  
Sybex, February 20, 2007  
ISBN-10: 047009754X

An Introduction to Web Design and Programming  
Paul S. Wang, Sanda Katila  
Course Technology/Cengage Learning, October 3, 2003  
ISBN-10: 0534395287

HTML and CSS Web Standards Solutions A Web Standardistas' Approach  
Christopher Murphy, Nicklas Persson  
Apress, December 24 2008  
ISBN: 978-1-43021-606-3

Designing With Web Standards, Second Edition  
Jeffrey Zeldman  
Peachpit Press, July 06, 2006  
ISBN-10: 0-321-38555-1

Transcending CSS: The Fine Art of Web Design  
Andy Clarke, Molly E. Holzschlag, Dave Shea  
New Riders, November 15, 2006  
ISBN-10: 0-321-41097-1

<designing web graphics.3>  
Lynda Weinman  
New Riders, March 1999  
ISBN: 1-56205-949-1

Learning PHP, MySQL, and JavaScript:  
A Step-By-Step Guide to Creating Dynamic Websites  
Robin Nixon  
O'Reilly Media  
ISBN: 978-0596157135

**Course Web Site - <http://markusvogl.com/web2>**

Course Materials will be provided through download  
All projects need to be hosted and presented via your personal URL.

**Projects**

The class is comprised of a total of five projects and continuous participation. Each student is required to maintain their own site. This site is to be updated and kept recent throughout the entire semester. All projects will be turned in via digital transfer and posted to your individual web sites for download. You will also keep a blog which is linked through your web site and updated every week.

**Grading**

The final grade is based on the following:

|                |                         |
|----------------|-------------------------|
| project 1 =    | 250pts (HTML design)    |
| project 2 =    | 300pts (dynamic design) |
| project 3 =    | 250pts (ecommerce)      |
| project 4 =    | 200pts (mobile)         |
| <b>TOTAL =</b> | <b>1000pts</b>          |

**Resubmissions**

Unless otherwise noted, project resubmissions will be accepted up to the final Instructional day of the semester. No late submissions will be accepted after this date.