UNT DALLAS
UNIVERSITY OF NORTH TEXAS AT DALLAS

COMM2410: Web Design Principles
Spring 2018 Syllabus

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Office Hours: 3-5PM Tuesdays & Thursdays

Required Text:	Adobe Dreamweaver CC Classroom
	Author: Maivald
	Edition: N/A
	ISBN: 9780134664286
	Copyright Year: 2017
	Publisher: Adobe Press

Classroom Location: DAL 1 322 (Mac Lab)
Class Meeting Days & Times: Tuesdays & Thursday 2:30PM-3:50PM

COURSE OVERVIEW
The goals of this course are as follows:
- To develop a fundamental knowledge of website design, construction and publication

LEARNING OBJECTIVES/OUTCOMES
At the end of this course, students will be able to:
- Analyze the effectiveness of simple website creations
- Edit images for effective use on the websites (Photoshop)
- Design simple websites according to current trends
- Construct simple websites using user-friendly software, HTML5, CSS and/or Dreamweaver
- Publish simple websites using online server(s)

COURSE EVALUATION METHODS
This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Activity/Assignments	Value (Points)
Participation & In-class Activities/Discussions	50
Website Assessments	50
Final Project	100
Total	**200 Points**

ASSIGNMENTS

Participation *(Total: 50 points)*
Your participation will be graded based on in-class activities, attendance, and general discussion.

Website Assessments *(Total: 50 points)*
- Website Evaluation *(Total: 25 points)*
  Define your characteristics of a good and a bad website. Rate 5 websites based on your definitions and characteristics.
- Usability Analysis: *(Total: 25 points)*
  Assess websites for audience, action, and content.

Final Project *(Total: 100 Points)*
Using your choice of the software covered in class, set up your own website. Over the course of the class, you will complete different phases of the assignment.
- PHASE ONE: Proposal *(Total: 25 points)*
  The proposal must include the following:
  - Research and information about your client/company
  - Goals for your website and rationale for your design
  - Color Scheme
  - Sitemap: Create a sitemap to give an overview of the navigational structure of your website.
- PHASE TWO *(Total: 40 points)*
  - Wireframe
  - Website Graphics
- PHASE THREE *(Total: 35 points)*
  - Peer Review Activity: In class, you will be presenting your proposal from phase 1 to a partner for this project.
  - Webpages: create at least 4 webpages for your site, including text, photos, and any other content you'd like to present. Depending on your client, your rubric and webpage requirements will be different.
  - Presentation: You should start your presentation with your proposal and gradually add on to it. In this presentation, you will need to address your client, the history of the client, their target audience, and why your website design is equipped to

COURSE OUTLINE

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added.

Date	Course Topic	Due this week
1/16	Welcome & Syllabus	

1/18	**Introduction to the Web**
	    • Structure and history of the World Wide Web
	    • Browsers, platforms, servers, devices, and files
	Assignments:
	    • Website Evaluation	

1/23	**Work Day/No Class** –Website Evaluation	
1/25	**Work Day/No Class** – Complete Website Evaluation Assignment	Website Evaluation Assignment due at 11:59PM

1/30	**Website Use**
	    • Website Evaluation and Good/Bad Web Design (Discussion)
	    • Basics of usability
	    • Krug's 3 Laws of Usability	

2/1	**Design Principles**
	    • Color Palettes
	    • Selecting a Color Scheme	

2/6	**Web Standards**
	    • Accessibility & Organization
	    • Webpage Layouts (Activity)
	Assignments:
	    • Usability Analysis	

2/8	**Website Navigation**
	    • Good Navigation vs. Bad Navigation
	    • Testing the Usability of Website Navigation
	    • Creating a Sitemap (Activity)	

2/13	**Work Day/No Class –** Complete Usability Analysis	Usability Analysis due at 11:59PM

2/15:	**Wireframes & Architecture**
	    • Elements of a Wireframe
	    • Identify Architecture Styles
	    • Draw a Wire (activity)	

2/20:	**HTML & Coding Basics** Guest Speaker: Sara Holmes	
2/22:	**Intro to Adobe Dreamweaver** • Guest Speaker: Sara Holmes	
2/27:	**Coding Careers** Guest Speaker in the coding field Assignments: • Research a client for your Final Project	
3/1:	**Photoshop Tools & Other Editing Software**	
3/6:	**Creating Web Graphics** • JPG, GIF, and PNG images	

3/8:	**What do I put on my Website?**
	    • Do's & Don'ts
	    • Universal Content
		Final Project Topics due at 11:59PM

3/13 & 3/15	**SPRING BREAK - No class :)**	
3/20:	**Final Project Overview**	
	• Client Proposals & Presentations	
3/22:	**Other Website Software: Weebly, WIX, WordPress, etc.**	
3/27:	**Work Day: Sitemap Construction**	Complete Phase One: Proposal, Sitemap, Navigation. Due at 11:59PM in BlackBoard.
3/29:	**Current Website Trends & Netiquette**	
4/3:	**Work Day: Wireframe**	
4/5:	**Leveling Up Your Design!**	
	• Typography	
	• Increasing your creativity	
4/10:	**Copyright & Fair Use**	Complete Phase Two: Create Wireframe and Website Graphics. Due at 11:59PM in BlackBoard.
	• In class activity	
4/12:	**Peer Review Activity**	
4/17:	**Work Day**	
4/19:	**Work Day**	
4/24:	**Work Day**	Complete Phase Three: Create webpages with images, text, and other content. Due at 11:59PM in BlackBoard.
4/26:	**Final Work Day**	Projects due in Dropbox at 11:59PM
5/1:	**Final Project Presentations**	
5/3:	**Final Project Presentations**	

UNIVERSITY POLICIES AND PROCEDURES

Students with Disabilities (ADA Compliance):
Chapter 7(7.004) Disability Accommodations for Students
The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at

http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or in Founders Hall, Suite 200.

Blackboard Learn Accessibility Statement:
University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided:
http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx

NOTE: *Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.*

Student Evaluation of Teaching Effectiveness Policy:
Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: All assignments should be on time. If late, the maximum grade will be 69% of the total

Exam Policy: (All exams must be taken according to the schedule).

Academic Integrity:
Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at

http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

CLASSROOM POLICIES

Online Attendance and Participation:
The University attendance policy is in effect for this course. Class attendance in the classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the assigned readings will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency. .

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to

http://www.untdallas.edu/registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette:
In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at http://www.untdallas.edu/osa/policies. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:
Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- http://www.untdallas.edu/dlit/ecampus/requirements
- https://help.blackboard.com/en-us/Learn/9.1_SP_12_and_SP_13/Student/040_Browser_Support_for_SP_13
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html