

**Course Description** In Web 1 we will develop the skills to craft a website from idea to deliverable. Topics include customer expectations, advanced markup language, multi-media, usability and accessibility practices, and techniques for the evaluation of web design. Upon completion, students should be able to employ advanced design and development techniques to create high impact and highly functional websites.

**Disclaimer** You are responsible for knowing how to use InDesign, effective use of paths in Illustrator, how to create files in Photoshop with appropriate resolution and how to print all of the above professionally and attractively. No excuses. If you are uncomfortable with this skill set, drop this class, and take a computer design class or program class to catch up. I will not be teaching these skills in Web 1.

**Project assignments** We will complete 4 large projects, including a portfolio site built off Wordpress and numerous small projects. Assignments must be turned in on time. All late projects will receive an F grade. You will also be graded on your class participation through mini quizzes, team activities, and research assignments.

**Between class/lab time** Expect to spend 8-10 hours each week outside of class to complete assignments. This includes time spent reading, doing research, coding and working in the computer lab during lab hours or on your own computer. If your schedule will not allow you to devote time to this cases, you should reconsider taking this course. Learning to write code is a time intensive process, and requires passion and commitment.

**University Email** All UMSL graphic design students are responsible for checking UMSL student email every day. This is where you will receive class communications and announcements.

**Attendance** Classes meet Monday and Wednesday, class begins at 7:00pm and ends at 9:30pm. Each student is expected to be present and ready with at the start of each class, arrive to class on time, and stay for the entire class.

In addition to classes, you are required to attend at least 2 graphic design events.

**Tardiness** Attendance will be taken each class at 7:05pm, if you are not present you will be marked as tardy. Three tardies will equal an unexcused absence. Leaving class early will also result in a tardy.

**Absences** Due to the nature of class and the amount of in class activities, after two unexcused absences you will no longer be able to achieve an 'A' in the course. Five absences regardless of excused or unexcused will result in automatic failure of the course. Absences will be excused only in the case of your own illness or a death in the family, and then only if you provide appropriate proof (note from doctor, etc.) Absences due to illness of a family member will not be considered excused. If you cannot attend class, you must notify me before class. Arrange to pick up any assignments given during class you miss from a classmate. Unexcused absences at critiques and exams will result in a failing grade on that assignment. If you must miss class for any reason, it is up to you to contact your classmates for homework assigned while you are absent.

**Grading A Memorable.**

Achievement of distinction with an unusual level of intellectual initiative. The work exhibits original, well-resolved design solutions, excellent craftsmanship and is presented in an articulate manner (if applicable, demonstrates advanced understanding of coding languages). This work can be included in your portfolio. Consistent class attendance and participation are required to achieve this grade.

**B Competent.**

Indicates superior work. Work is very well done but is not of highest quality in one or more areas: originality, design quality, craftsmanship or presentation (if applicable, demonstrates proficient understanding of coding languages). With modifications or reworking, work could become part of your portfolio. Consistent class attendance and participation are required to achieve this grade level.

**C Average.**

Work demonstrates average attainment. The work only adequately meets expectations in design, craftsmanship and presentation (if applicable, demonstrates basic understanding of coding languages). A grade of C indicates that the work is not original in nature, but meets the parameters of the project. Projects are not portfolio level work.

**D Below Average.**

Work is unsatisfactory. The work fails to meet minimum quality requirements (good ideas, creativity, solid understand of coding languages, execution, presentation are key components). In a course with your major, D is not a passing grade.

**F Poor.**

Failure to satisfy the requirements of the course.

Your final grade will be composed of grades on projects, assignments, tests, attendance, class participation and work done outside of class. Grading will also be based on professional attitude, ability to interact and contribute to other students, research gathering, regular and prompt attendance at classes and events, participation in class discussions and critiques, turning in of projects at due dates.

**Grading for the course will be as follows:**

- 60% Projects
- 20% Research White papers
- 20% Quizzes (Participation)

**Required Course Materials** We will purchase in class and set up a month to month hosting plan with a domain that can be canceled after the course. Total cost under 40 dollars for the semester. Reliable file storage is a must. Do not rely on campus labs to store your projects. Back up your projects in multiple locations. I highly suggest a free drop box account.

**Recommended Course Materials** HTML and CSS: Design and Build Websites by Jon Duckett  
Don't Make Me Think Revisited by Steve Krug  
Content Strategy for the Web by Kristina Halvorson & Melissa Rach  
Free Drop Box Account

**Digital Files** The University of Missouri-St. Louis and the Department of Art and Art History are not responsible for any loss of data in the computer labs. We encourage you to ROUTINELY BACK UP YOUR FILES.

**Course withdrawal** Please advise me before you withdraw from this class, so that I have an opportunity to assess what I can do as an instructor to assist you in meeting your objectives. Please be attentive to withdrawal deadlines if you find no alternative to this. Missing a deadline can affect your GPA.

**Academic honesty** Plagiarism is the use of another person's words and or ideas without crediting that person. Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the university.

**Communication** You are expected to check your UMSL student email every day. I will send you all communications through campus mail. The best way to reach me each day is to email me. Please note emailing me the eve a project being due with questions may not be answered on time. Expect email sent on the weekends to be answered within 24 hours.

**Access** Students requiring special accommodations should email to set up a meeting time so that we can discuss how to meet your needs this semester. Prior to our meeting be sure you have met with someone in Disability Access Services (MSC 144).

**Class experience** Professional behavior will be expected. This includes being on time, keeping common areas clean and not leaving your materials in the classrooms. Please turn beepers and cell phones off during class. Please, no personal texting during class. I am committed to creating a class environment characterized by respect for your work and class contributions. I expect you to make a similar commitment to yourself and to your classmates.

**Mandatory reporting** Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. **Note:** There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.