

# Web design

**4338.01**

**Instructor:** Robert Gilbert

**Instructor Office Hours:**

Tue., 10:00 - 1:00 p.m.  
and by appointment

**Contact Information:**

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Phone: 381-2214  
Office 215 B

**Class Hours:**

Mon.,  
1:00 p.m. - 3:45 p.m.

**Required Book:**

*Adobe Dreamweaver CS3  
Classroom In A Book*  
Peachpit Press  
www.adobipress.com  
ISBN-13 978-0-321-49981-3  
ISBN-10 0-321-49981-6

## Course Description

During this class we will work on several objectives. First to analyze the design, structure and organization of information and visuals in a web site. Students will consider the venacular of color, image and language in how a site conveys its message to a particular audience. Students will apply their graphic communication skills towards web design, first in a simple site using HTML code and then in more complex sites using the program Dreamweaver and augmented by the animation program Flash. An understanding of Dreamweaver will gained through both implementing student sites and completing exercises in the program.

## Course Objectives:

- To Provide hands on experience working with Dreamweaver and adjunct programs.
- Implementing conceptual ideals through graphic design skills and practices, in a manner appropriate for web media.
- To Improve web searching skills.
- Analyze and discuss the organization and effectiveness of sites.

## Student Learning Outcome:

To understand the concept of visual language as expressed through the media of web entities. To understand the basics of web media design programs. To gain knowledge of the materials and equipment relevant to their major, such as skills of the hand appropriate to the major area of study, critical thinking skills, creative/generative skills, verbal communication skills, visual communication skills for professional practice and the ability to generate a cohesive body of art products.

## Student Learning Outcome

### For The Graphic Design Major UTPA:

Students who complete the Graphic Design Major are prepared to enter the working world as professional designers or as artists who use the tools and effects of communication art. Student designers are trained to successfully manipulate the components and composition of visual art within a framework of concept that targets an audience or purpose, whether that target is commercially based or personal. The design program installs technological knowledge, cultural and historical understanding and artistic integrity. To respond critically to works in the arts and humanities. To engage in the creative process or interpretive performance and comprehend the physical and intellectual demands required of the author or visual or performing artist.

# Web design Topics

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## Grade Breakdown:

90pt large projects

10pt participation

100pt final grade

## Class Grade Scale

this grade scale applies to grades for class work.

100pt - 90pt A

89pt - 85pt B+

86pt - 80pt B

79pt - 75pt C+

76pt - 70pt C

69pt - 60pt D

59pt and below F

## Final Grade Scale

This grade scale only applies to your final grade for the entire semester.

100pt - 90pt A

89pt - 80pt B

79pt - 70pt C

69pt - 60pt D

59pt and below F

- Research using the web
- Introduction to Dreamweaver
- Use of Dreamweaver tools
- Preparing photographic content for the web
- Venacular of color and image
- Planning and designing a site
- Web site structure
- Organization of artwork
- Up loading a site

## Required Texts

There is a required textbook-workbook to be used and later quizzed upon. Students are encouraged to do their own independent research on related course topics. You can find the textbooks at the university book store or at [www.half.com](http://www.half.com) or [www.amazon.com](http://www.amazon.com). You will need your books by Monday August, 28th.

## Course Structure

The instructional methods of this course will include creative work, lectures, group discussions and presentations. Participation in all aspects is vital to the success of this class and will be an integral part of your final course evaluation.

## Course Outline And Timeliness

A general outline of the course content is attached (this schedule can be subject to change). All deadlines and due dates (for projects, reading, discussion, lectures, etc.) will be announced in class. It is the student's responsibility to be aware of any announced alterations to the schedule.

## Grading System And Evaluation

The purpose of grading is to pinpoint clearly and accurately the strengths and weaknesses of the student's performance. Your over-all grade will be based on your participation, collaboration and professionalism during this course. Your final grade is composed in the following manner:

**10%** In class projects & other evaluations, quizzes, papers, presentations

**75%** Three or four large projects.

**15%** Professionalism

## Grading Scale

**A** superior work, all criteria have been surpassed in a distinguished manner  
[100 -90 ]

**B** very good work, all criteria have been surpassed [89 -80 ]

**C** adequate, average work [79 -70 ]

**D** barely meeting the above criteria [69 -60 ]

**F** failure to meet all of the above criteria [59 -0 ] Please note the grade scales.

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## Dates To Remember:

*January 21, Monday*

Martin Luther King Day, Holiday

*February 12, Tuesday*

Last day to receive a DR, W or change to Non-Credit.

*March 10 - 15, inclusive*

Spring break.

*March 21 - 22, inclusive*

Easter Holiday.

*April 11, Friday*

Last day to drop a course or withdraw through the Office of the admissions.

*May 1 - 2 Inclusive*

Dead Days.

*May 5 - 8 Inclusive*

Final examinations.

*May 10, Saturday*

Commencement exercises.

## Process Binder

You are required to keep a binder to document your process through-out the semester. This collection will contain your ideas, notes, sketches handouts, syllabus and research materials for each project. It could also contain information given in class, homework, critiques and discussions. It will be handed in at the end of the semester for final evaluation, or reviewed during the semester. As your personal book, it could also contain a visual, object or photograph that inspires you and your work.

## Projects

There will be both in class and large individual projects. All projects will be graded on their success in the following areas:

### Completeness and Timeliness

Project can not be turned in after the specified deadline. If a student does not turn a project on the specified date and time they will receive an automatic zero. If there are extenuating circumstances with backup information, this needs to be called to my attention.

### Quality of Visual And Conceptual Solution

Factors such as composition, inventiveness, originality, layout and craft will be considered. All large projects must be mounted on board and covered with a face sheet. All projects must be the result of an ongoing sketch and research process that both the class and I have seen evolve.

## Deadlines

All assignment deadlines and critiques will be announced in advance. All daily deadlines must be met to keep the course on schedule and these will contribute to the process and professionalism components of your project and to your overall class grade. Projects must be turned in on the assigned date at the time specified. All late projects will receive an automatic zero.

## Class Participation

Participation by all members is critical to a positive and productive learning environment.

## Attendance Policy

Good attendance and punctuality are expected for this class and will strongly affect your grade. Roll will be taken at every class. It is expected that students will attend EVERY class. This is a performance based class and interaction with peers and the instructor cannot be duplicated outside of class. You will be considered late if you arrive to class after roll has been taken. Constant tardiness will affect

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## Recommended Books:

*Adobe Dreamweaver CS3*

Garrick Chow

Lynda.com/books, Peachpit Press

ISBN-13 978-0-321-50985-7

ISBN-10 0-321-50985-4

*Adobe Dreamweaver CS3*

*Classroom In A Book*

Peachpit Press

ISBN-13 978-0-321-49981-3

ISBN-10 0-321-49981-6

Experimental Typography

*Working with Computer*

*Type No. 4*

by Rob Carter

ISBN 2-88046-279-7

*The Non-Designers Type  
Book*

by Robin Williams

ISBN 0201353679

by Ilene Strizver

ISBN 1581800479

your grade. Absent students are responsible for having their homework in on time, Absent students are also responsible for missed notes/handouts, deadlines, and other pertinent materials. Remember late work WILL NOT BE received and will get an automatic zero.

Only three unexcused absences will be allowed. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused will result on automatic course failure. If there are extenuating circumstances please notify me as soon as possible. Students upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. The student must submit the request for approved absences for observance of a religious holy day on the Notification of Absence Form. This request must be made no later than the 15th day after the first day of the semester (Thursday, August 25th). This also applies for University officially-recognized activities (such as athletic events or scholastic or student development activities).

## Graphic Design Studio Notes

DO NOT USE SPRAY ADHESIVE IN THE STUDIOS. The tables in the lab and studio are not a exacto blade resistant, DO NOT cut directly on top of these surfaces. As a student, your use of software and the Internet is governed by university policies. Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. Lab fees are used to supply the printers with ink and paper. Be conservative in our use of these materials. If you encounter other problems in the classroom or studio, first speak with your instructor outside of class, or talk with any graphic design area faculty member.

## The Honor Code

We, the members of the University of Texas Pan American community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Plagiarism is the act of taking someone's work or ideas as if they were your own. Work includes not only images but design, layout, style and sometimes even concept. Plagiarism will not be tolerated. Those who plagiarize will receive an automatic F grade. Creativity is the essence of design. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form. Do not take the ideas someone else has worked hard to create. Always give credit to your inspiration source.

## Critiques and Other Policies

Always be open and constructive. Critique ideas, not people. No side conversations during class presentations or crits. No instant messaging or working on computers during lectures, discussions or crits. **Turn cell phone ringers off**

# Web design Disability Accommodation

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## \*Office of Services for Persons with Disabilities.

located in Emilia Schunior Ramirez Hall, Room 1.101, for more information call 956/316.7005 (Voice/TDD 956/316.7092, fax 316.7034).

## Contacts for Student Health

### Care Center

Located on the first floor of the Emilia Schunior Ramirez Hall, our out-patient clinic is open from 8 a.m.-5 p.m., Monday through Friday. Call 956.381.2511 for more information about Student Health Services.

## General University Policies

### & Services

UTPA Student Catalog. This resource covers most policies and procedures important to students <http://www.panam.edu/2000/current/index.cfm?midframe=/webfiles/catalog&numframes=2&head=catalogs>

## Suppliers

*Michaels Arts and Crafts Store*  
520 East Expressway 83, McAllen  
956. 631. 4065

*Wal Mart*

Please notify the instructor if you have a disability that requires accommodation as early as possible during the semester so that your educational needs can be met. Reasonable accommodation in the classroom is an individual civil right guaranteed by Federal legislation. You are required to register any disability for which you are requesting accommodation with the Office of Services for Persons with Disabilities\*.

## Supplies Required

Binder and white bond paper, (copier paper is fine)  
Box of recordable CD for archiving work  
USB external micro vault drive (FUJI 128MB abo \$47) (optional)  
Check online at: [www.macmall.com](http://www.macmall.com)  
Uniball brand pens, with waterproof BLACK ink  
Thin, medium, and thick BLACK markers  
.05mm mechanical pencil  
White eraser  
Utility mat knife  
Board for mounting, do not use foam core  
Spray mount

\*There could be more materials to be purchased, depending on the needs of the in and out of class projects.