Professor

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Goals

The purpose of this course is to give students a fundamental understanding of the elements of website construction, development, and design. Students will explore issues such as navigation design, website usability, and content management. Students will also develop skills in Macromedia Dreamweaver & Fireworks and HTML authoring, which will provide a foundation for further advanced techniques. By the end of the semester, each student will have completed a portfolio website, which will showcase skills learned.

Skills you will learn: How to ...

• Write and understand basic HTML
• Generate websites with Macromedia Dreamweaver and Fireworks
• Develop and organize website content
• Design with Cascading Style Sheets (CSS)
• Apply information design skills to the web
• Create usable navigation systems
• Design for a target audience
• Optimize web graphics
• Manage and maintain a web log (blog)

Class Blog

http://cjacobsen.blogspot.com/

The class blog will contain PDFs of all the class handouts, links to classmates’ work, updated class schedules, and homework assignments. It will be a valuable resource -- visit it often.
_Grading_

ATTENDENCE AND CLASS PARTICIPATION: 20%

Attendance is mandatory. Absences affect your work and your ability to participate, so they seriously affect your grade. PLAN AHEAD and TALK TO ME if you need to miss a class. One unexcused absence is allowed, in the interest of mental health. When you are absent from class it is your responsibility to get the information that was covered from someone in the class. Excused absences (sickness, with a note from the health center or your family doctor; death in the family; extenuating circumstances) require you to make up the work missed. Make arrangements with me to make up work in an appropriate time frame.

Participation includes classroom discussions, class critiques, group work, etc. It is extremely important whatever your career, that you have the ability to interpret, express, and communicate ideas to others.

In class lab time is reserved for interactive design work ONLY. Checking your email, working on projects for another class, instant messaging, etc., WILL NOT be tolerated and will affect your class participation grade.

BLOG: 20%

A large portion of the class will focus on the development and maintenance of your own blog. At the beginning of the semester you will create a blog on Blogger.com. You will be required to post to your blog on a weekly basis (you are expected to have a MINIMUM of 15 entries by the end of the semester). Your blog postings will include responses to required readings, personal progress on class projects, reactions to professional websites, etc. The blog will serve an academic purpose -- it will not be an online diary. Thus your grade will be determined by the quality of your entries. Entries should reflect a knowledge of the skills and vocabulary that you are learning. You are also encouraged to read and respond to your classmates’ postings.

PROJECTS: 30%

PROJECT #1: The Narrative Web  [due mid-term week]

PROJECT #2: Portfolio Website  [due final exam week]

ASSIGNMENTS: 30%

PROJECT #1: Email Advertisement

PROJECT #2: Designing with Tables

PROJECT #3: Customizing Blogs

PROJECT #4: Navigation Design

PROJECT #5: Cascading Style Sheets

Handouts containing specific information about each project/assignment will come during the term.
_Required Texts:

**Visual Quickstart: Dreamweaver MX 2004.** J. Tarin Towers

**Taking Your Talent to the Web.** Jeffrey Zeldman

 реcommended Texts:

**Visual Quickstart: Fireworks MX 2004.** Sandee Cohen

**Blogging: Genius Strategies for Instant Web Content.** Biz Stone

_Final Notes:

Students are expected to uphold the standards of academic honesty, as they are spelled out in the Student Handbook.

Students can expect to work a minimum of four hours per week outside of class preparing for this class.

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Learning Services Office as soon as possible to enhance the likelihood that such accommodations are implemented in a timely fashion.

Please note that the syllabus and calendars are subject to change.

You can make an appointment with me anytime to discuss course work and/or any concerns you might have. Email or call to reserve times.