



# IT341

## Web Design

W/F 9:00 – 9:55 am  
BAC C102  
2 Credits

Instructor: Ryan Gibboney  
Office: BAC B201A  
email: gibboney@juniata.edu  
phone: 814-641-3575  
office hours: W/F 10:15 – 11:15am

### **COURSE DESCRIPTION**

A study of modern web design along with an examination of markup and scripting languages (e.g., HTML, JavaScript), page, image and multimedia formats, and the techniques in developing and managing a web site. Page design, graphical user interfaces, interactive techniques and the importance of e-commerce are also emphasized. Prerequisites: Programming experience or CS110.

### **LEARNING OUTCOMES**

- Learn to use HTML and CSS to create web pages.
- Learn about HTML5, and see how it can adapt to a variety of web design needs.
- Learn about CSS3, and see how you can control display and formatting characteristics for your web page designs.
- Understand the effects of browser and device type on your design choices.
- Learn to build portable, accessible, responsive web sites that present information with clarity and appeal.
- Gain a critical eye for evaluating web site design.
- Effectively use graphics, typography, and color.
- Build user-focused navigation to help users find content.
- Use CSS layout techniques to build responsive layouts.

### **MATERIALS COVERED**

01. HTML5
02. Web Site Design Principles
03. Site Planning
04. Cascading Style Sheets
05. Web Typography
06. Box Properties
07. Page Layouts
08. Graphics and Color
09. Site Navigation
10. Data Tables
11. Web Forms
12. Responsive Web Design

### **COURSE FORMAT**

The course will consist of lectures and training labs, exercises and project assignments. This course leads you through the entire web site creation process, from start to finish, while developing and enhancing your HTML, CSS, and visual design skills along the way. You will learn how to create accessible web sites that let users easily and quickly navigate through your information, regardless of browser type, connection speed, or browsing device. You will also explore the principles of responsive design, a new method of designing web sites that adapt to devices ranging from mobile phones to desktop monitors.

Students are held responsible for participation in both class discussions and individual projects. This is a technology based course, however the use of cell phones is not permitted in class. Texting, Facebook, Tweets, internet surfing are also not permitted in class. You will be asked to leave and marked absent.

## REQUIRED TEXTBOOK

Joel Sklar, *Principles of Web Design, Sixth Edition*.  
Course Technology | Cengage Learning, 2015,  
ISBN-13: 978-1-285-85264-5.

## ASSIGNMENTS

Hands-On Skill + Web Projects	100 pts.
Progress Reports (I+II)	50 pts.
Major Project	200 pts.
In Class Participation	50 pts.
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	400 pts.

- Late assignments are due by the start of the next class meeting and will automatically be reduced by one full letter grade.
- Good grades result from attending class, participation, hard work and diligence. Thus, there is no extra credit.
- Following the instructor's guidelines for projects is key as they have the potential to affect your grade. If you have questions, ask in class or feel free to e-mail your instructor directly to schedule a meeting.

Points	Letter
90-100	A
up to 90	A-
87-89	B+
83-86	B
80-82	B-
75-79	C+
70-74	C
65-69	C-
60-64	D+
55-59	D
50-54	D-
0-50	F

## ATTENDANCE POLICY

We will be covering a great deal of highly technical ground and moving quickly, it is imperative that students attend each class. Attendance to class is mandatory. There are **2 allowed absences** to be used in the case of illness, transportation problems, family emergencies, etc. After 2 absences the student's grade will be lowered one letter grade and lowered another lettered grade for each following absence. On the **5th absence student will receive a failing grade for the course**. Attendance will be taken only once during the class period. A student may enter class late, but will be marked absent if 15 minutes late. Being late 3 times equals one absence. Students are held responsible for all information presented during class and are responsible to get caught up if a class has been missed.

## REPRODUCTION OF STUDENT WORK

Juniata College retains a non-exclusive right to reproduce all IT and Integrated Media Arts (IMA) student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

## **STUDENT ACCOMMODATIONS**

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, students with a documented disability are eligible to request reasonable accommodations. To make such a request or for more information, please contact Beth Bleil, Director of Disability Services, in the Office of Academic Support by visiting her office in Founders Hall, emailing her at bleilb@juniata.edu, or calling 814-641-5840. It is best to submit accommodation requests within the drop/add period, however, requests can be made at any time in the semester. Please keep in mind that accommodations are not retroactive.

## **ACADEMIC INTEGRITY**

All members of the Juniata College community share responsibility for establishing and maintaining appropriate standards of academic honesty and integrity. Students oblige themselves to follow these standards and to encourage others to do so. Faculty members also have an obligation to comply with the principles and procedures of academic honesty and integrity as listed here through personal example and the learning environment they create.

One of the strongest traditions in higher education is the value the community places upon academic honesty. Academic integrity is an assumption that learning is taken seriously by students and that the academic work that students do to be evaluated is a direct result of the commitment of the student toward learning as well as the personal knowledge gained.

Academic dishonesty, therefore, is an attempt by a student to present knowledge in any aspect as personal when in fact it is knowledge gained by others. In the event of academic dishonesty, the associated penalty will be assessed based on the nature and seriousness of the offense, ranging from an official warning, a reduced or failing grade for the assignment, to a reduced or failing grade for the course.

## **WITHDRAWAL POLICY**

A withdrawal grade of WF or WP is recorded when a student drops a course after the official drop/add period at the beginning of the semester and before the withdrawal deadline. WP signifies that at the time of the withdrawal the student was passing the course. While a WF signifies that at the time of the withdrawal the student was failing the course; WP and WF grades are not calculated into the GPA.

A student may withdraw from a course up to the scheduled mid-point of the term with the permission of the student's faculty instructor and the advisors. Withdrawal after the "Mid-Term" date is not usually permitted except in an unusual circumstance requiring written approval from the faculty and the Registrar. Refer to the current academic calendar on the WEB for the mid-term date. The deadline is 12:00 noon on the last day of classes each semester. Unofficial withdrawals from all courses are recorded as F. Withdrawals from class are considered unofficial if the student fails to make satisfactory arrangements at the Office of the Registrar.



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### FALL 2015 ASSIGNMENTS

Hands-On Skill + Web Projects	100 pts.
Progress Reports (I+II)	50 pts.
Major Project	200 pts.
In Class Participation	50 pts.
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	400 pts.

**Non-Profit/Business Website** 200 pts. total

- 25 points Content is well displayed / Text is easy to read
- 25 points Website Updates from original site
- 25 points Navigation flows well
- 25 points Functionality / Technical usage (forms, outside links)

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- 50 points Documentation for client
  - 50 points Documentation for IT341 Class