

COURSE NUMBER: ART 345

COURSE TITLE: Introduction to Web Design

CREDITS: (3:2:3)

FOR WHOM PLANNED: This course is designed art majors who are interested learning the foundations of web design.

INSTRUCTOR INFORMATION:

Lee Walton, Associate Professor of Art lee@leewalton.com
Phone / Text: (336) 254 6553

CATALOG DESCRIPTION: Introduction to Web Design is an intermediate studio art course for the development, design and construction of websites.

Course Overview:

This course will introduce and develop strong web fundamentals and learn best practices in writing and editing HTML, such as syntax, semantics, document structure, formatting page content, web directories and interactive elements of HTML.

Student will also examine how HTML works together with CSS and JavaScript to create interactive, functioning websites. The knowledge from this course will provide the foundations needed for the production of web, app and interactive design.

HyperText Markup Language (**HTML** knowledge. HTML is the standard markup language for creating web pages and web applications.

This course will provide students with solid fundamental skills and techniques needed to design, build and publish interactive websites. This course will focus on HTML / XHTML and CSS.

STUDENT LEARNING OUTCOMES:

1. understand the best practices and fundamentals of HTML / CSS 2 edit, write and author proper HTML code
3. develop multi-page, interactive websites
4. successfully integrate image, media and text.
5. understand proper site and page structure
7. critically analyze website interactivity
8. Develop strong abilities to find and utilize resources for further learning and problem solving.
9. gain a broad understanding of the web in relation to art and culture

MATERIALS

- A working computer and strong WiFi
- 30-day Membership with Lynda.com <https://www.lynda.com/HTML-tutorials/HTML-Essential-Training/170427-2.html>
- BRACKETS, a free downloadable text editor: FIND IT HERE <http://brackets.io/>

HOW THE COURSE WORKS:

Much like chapters in a course textbook, students will review specific chapters from Lynda.com. [HTML Essential Training](#) by James Williamson, Senior Author. Students can work on their own schedule and anytime. In response, students will complete a series of “levels”. I will create and assign these levels. Each level is a new assignment that employs the new techniques being introduced. Each level will be an opportunity to build off the techniques and concepts introduced in class and also employ creative problem solving and innovative solutions to art and design issues.

There will also be times where you are asked to participate by responding to a question, providing resources and feedback to other students in the course.

Important: Although this course is on-line, it will still require an average of 6+ hours per week to comprehend and successfully grasp, learn the material. Keep in mind, learning HTML is essentially learning a new language. It will require hard work, patience and practice!

BASIC TIMELINE OF COURSE:

WEEK 1-2

Introduction to HTML and Web Design Concepts

WEEK 3-4

Basic Page Structuring Formatting Content Structuring Content

Week 5-6

Creating Links Creating Lists

Week 7-8

Controlling Styling Basic Scripting

Week 9-11

Mid-Term Web Site Challenge

Week 9-14

Final Individually Created Web Projects: To Be Announced

EVALUATION AND GRADES

Students must demonstrate strong understanding of techniques through a series of presented levels - essentially assignments. Pass all the levels with commitment and effort, and you will earn a high mark in the course. Participation (being in touch, responding to course inquiries, etc..) will also play a factor in your final grade.

ATTENDANCE POLICY

There are no specific meeting times for this on-line course. Your attendance is based on meeting passing levels in timely manner with the pace of the class. I will let you know if you are falling behind or off track as each week develops.

Religious Observance

The University allows for at least two excused absences each academic year for religious observances required by the faith of the student.

Students must notify instructors of absences in advance of the date of the religious observance. When appropriate notice is provided by a student, the student must be granted at least two excused absences per academic year under this policy and must be allowed to make up or waive work and tests missed due to these particular absences. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

ACADEMIC INTEGRITY POLICY

Students are expected to abide by the UNCG Academic Integrity Policy for this class.

(All assignments are to be completed individually by the student unless otherwise directed by the instructor.

UNCG seeks to comply fully with the Americans With Disabilities Act (ADA.) Students requesting accommodations based on disability must be registered with the Office of Disability Service located at 208 Elliot University Center. 336-334-5440 v/tty.