Instructor: Dr. Undrahhuyan Baasanjav
Office & office hours: Walker 337
Email: ubaasanj@mtu.edu
M W, & F 10-11 or by appointment.

Course Goals:

The goals of this course are to:
- build a foundation for understanding web communication and interactive design principles;
- critically analyze web site structure and design by contextualizing them in cultural and social settings;
- develop our own guidelines and skills for interactive web design;
- become comfortable with web design tools and software: HTML, Dreamweaver, and PhotoShop.

Texts and Reading:

We will be using available online tutorials and resources from such resources as the World Wide Web Consortium (W3C), Lynda.com, and html.net. You will be expected to read articles and essays available online or handed out in class. Readings and tutorials include:


HTML and CSS Tutorials by HTML.net. Available at http://www.html.net/tutorials/.

“Writing for the Web” compiled by Robert Stewart. Available at http://www.scripps.ohiou.edu/webpublishing/intro.htm


In addition, you will be required to subscribe to www.lynda.com to learn Adobe software – DreamWeaver and Photoshop. You need to watch the following lesson packages:

- Web Accessibility Principles
- Adobe Dreamweaver CS3 Essential Training
- Adobe Dreamweaver CS3 Beyond the Basics
- Adobe Photoshop CS3 One-On-One: The Essentials
- Adobe Photoshop CS3 One-On-One: Beyond the Basics
Class Policies:

Attendance and Participation: Students are expected to be prepared and actively participate in every class. The course is designed with a cumulative structure; therefore attendance is required. Three "unexcused" absences are allowed. Each additional absence must be explained with proper documentation or I will lower your final grade by a half letter grade. For example, if your grade would have been an A, it becomes an AB. There is a strict NO MAKE-UP policy for assigned work, including quizzes. Excused absences (such as those resulting from an official MTU activity) must be documented in advance, and work including quizzes, must be completed prior to the anticipated absence. In the event of an unforeseen emergency or serious illness, it is your responsibility to contact me promptly, and to supply adequate documentation.

Late Work: Work submitted after the due date will be penalized by a point for each late day. You are responsible for keeping backups of your work on media such as DVDs, rewriteable CDs or flash disks.

The Computer Lab: We will use the Center for Computer-Assisted Language Instruction (CCLI, Walker 113) during regular class meetings. You are also expected to work on your assignments in either CCLI or on your computer if you have the software. You might need to reserve equipment in the lab. Please ask for help from lab consultants. They are there to help you.

Academic Conduct: Any form of dishonesty is unacceptable. This includes plagiarism, cheating, and the falsification of data. Plagiarism is the use of others' material, knowingly and unknowingly, that leave the perception it is the author's own. For more information talk to me or visit http://www.admin.mtu.edu/urel/stuhandbook/SPPol/Conduct/acadinteg.html.

Disability Policy: Michigan Technological University complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disability Act of 1990 (ADA). If you have a disability and need a reasonable accommodation for equal access to education or services at MTU, please call Dr. Gloria Melton, Associate Dean for Students (2212). For other concerns about discrimination, you may contact your advisor, department head, or the Affirmative Action Office (3310).

Assignments:

You will work on five assignments for this course. These assignments are designed to help you practice the skills and to apply the knowledge learnt in classroom. All assignments must be turned in on paper, and must be uploaded to your web site as well.

Assignment 1: Personal Home Page Due Jan 28

The purpose of this assignment is to understand the principles of the Web. In this assignment, you create your own HU 2650 class home page using simple HTML codes. Write a paragraph about yourself. Describe in a couple of paragraphs your interests in
interactive media design and why you are taking this class. Create links to your email address and a couple of interesting web sites you frequently visit or created in the past. When you create links to web sites, explain in one paragraph what the web site is about and why you are interested in it. Then you will upload your personal home page to the MTU web server using PuTTY or other FTP programs so that your home page will be viewable on the World Wide Web (Voila, you are on the Web!). You will also present your work to the class in a 3-5 minute oral presentation. The URL of your web page must be email to me and a hard copy must be turned in on the due date.

Assignment 2: Survey of Web Design Resources on the Web Due Feb 18

The purpose of this assignment is to learn the basic web design skills of incorporating visuals, tables and hyperlinks using the web authoring software Adobe Dreamweaver CS3.

Define a web site using the Site/Create command. Incorporate into this web site your initial HU2650 class home page you created in Assignment 1. Create a new web page which lists the descriptions of six web sites each of which belonging to the following categories:

1. Local/hometown web/graphic design site
2. University/local web design resource site
3. Useful Web design resource/tutorial site
4. A Site that allows users to download ready-to-use web design templates
5. Your favorite search engine/portal site
6. A friend’s web site

Each web site you choose to describe in this web page should have the logo for the web site (if the web site does not have a logo create one), a short description (3-4 lines) in your own words, and a link to the web site. The URL of your web site must be emailed to me and a hard copy must be turned in on the due date. You will also make a short 3-5 minute oral presentation to the class.

Assignment 3: CCS Rules Due March 3

The purpose of this assignment is to learn CCS basics. For this assignment you will create your own style sheet and will apply that style to your HU 2650 class web pages. Your style sheet should have style declarations for paragraphs, three-level headings, hyperlinks, hover elements to which different typographic and color settings should be applied. Think carefully about design elements such as space, typography, line, color, and their coherence when you design your style sheet. Create your resume page and apply your style sheet to the page. Your CSS file should be created as an external file. Incorporate your style sheet into the web pages you created for Assignment 1 and 2. Turn in the hard copy of your style sheet as well as a copy of your resume page. Email me the URL of your resume page. You will also make a short oral presentation to the class.
Assignment 4: Exploring and Evaluating a Web Site  Due March 26

The purpose of this assignment is to encourage you to explore ready web design templates and critically evaluate a web site that offers web design templates. There are plenty of web sites that allow users to download ready-to-use web site design templates for free or for a small fee. In this assignment, you will choose a Web site that allows users to download web design templates. Describe and analyze the following elements in one page:

- The purpose and type of the web site;
- Ownership and profitability of the web site (Who owns the site? Are there many advertisements? Do they charge for products?);
- Design, user-friendliness, accessibility, navigation, and interactivity of the web site.

Then analyze in 2-3 pages, pro and con arguments about using the ready web design templates. To do this assignment, you need to try a template and write about your own experience of using it. Your analysis must be argumentative (you need to make arguments and try to support your arguments with analysis and evidence). You also need to consider counter arguments. After considering pro and con arguments, your paper must have conclusion. Turn in your paper copy of your paper on the due date.

Assignment 5: The Final Web Site Design Project 1 Due April 23

The purpose of this assignment is to give you practice in web design. For this assignment you develop and redesign the web pages that you created in the previous assignments. Your web site should have at least 4-5 interlinked web pages (a web site) that have relevant and appealing graphics and images you created in this class. Your site should also have properly working internal and external links. Your site must also have a menu, and a consistent styling sheet. When you design your site think of the following:

- Goal, purpose and timeline of creating the site (what is a purpose of the site, who does it target? What is achievable in the timeframe of the assignment deadline?)
- Usability and navigation (Are all pages accessible? Are the pages displayed properly by different browsers? Is navigation consistent? Are all links working properly? How fast does the site load?)
- Design (Are all design elements (background color, font type, font size, and graphic color) coherent and consistent? Do the graphics and other media elements make sense? Are the tables and other layout elements aesthetically appealing?)

The URL of your web page must be emailed to me and a hard copy of the index page must be turned in on the due date.

Grading Policy:

| Attendance and Participation | 15 % |
| Assignment 1 | 10 % |
| Assignment 2 | 10 % |
| Assignment 3 | 15 % |
| Assignment 4 | 15 % |

1 This assignment was adopted from Dr. Bernhard Debatin at Ohio University
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