

# Web Design 1 Syllabus

**ART 225 FO** Spring 2020  
Friday **12:00 - 3:45pm**  
Martin Seay  
email [martinseay@sunyorange.edu](mailto:martinseay@sunyorange.edu)

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845 341-4787  
Office location: OH33  
Office hours: Friday 10am-12noon  
Office hour policy: First come, first served  
or by appointment

## Catalog Description:

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Students master the key design strategies of the best professional web designs and design and build fully functional web pages and web sites using Adobe Dreamweaver.

Course covers both design concepts and practical, technical abilities, including psychology of perception, color theory and human vision, typography, interface design, technology and new trends in this fastest-moving of all media.

Class projects include surfing the web, finding great examples of both good and bad web pages, and learning what works—and what doesn't work—in the real world.

2 lecture hours, 2 lab hours, 3 credits. No prerequisite.

## Relationship to Programs:

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This course may be applicable to several programs. Consult your advisor and refer to the SUNY Orange catalog which contains additional information relating to this course and to your program to ensure that this course is applicable to your chosen program of study.

## Student Learning Outcomes:

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A student who successfully completes this course can :

- **Understand** the key elements of good design and bad design
- **Recognize** the different design strategies for web sites designed to make money, mold public opinion and manipulate information
- **Utilize** color, graphics and text effectively to create design solutions for different types of web sites and to achieve different goals
- **Create** effective navigation and information architecture
- **Build** fully-functional web sites of their own design
- **Publish** their own pages on the web and build a professional portfolio

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## Chronology of Study:

Class	Date	Course material
<i>Note: This chronology is a proposed model. It may be necessary to deviate from it to achieve course objectives.</i>		
<b>1</b>	1/24	Web design vocabulary and concepts
<b>2</b>	1/31	Website structure and organization
<b>3</b>	2/7	Creating links, using templates
<b>4</b>	2/14	Using graphics effectively
<b>5</b>	2/21	Designing with CSS, writing code for design
<b>2/21: Project 1 due: Your online notebook</b>		
<b>6</b>	2/28	Creating an effective "first impression" to visually define your catalog
<b>7</b>	3/6	Effective rollover navigation
<b>8</b>	3/13	Visual organization, creating and designing to a grid
<b>3/16 - 3/22 Spring Break</b>		
<b>9</b>	3/27	Effective typography for online sales
<b>10</b>	4/3	Interactivity, communication, fun and surprise
<b>4/3: Project 2 due: Your online Catalog</b>		
<b>11</b>	4/10	Least effective difference, color and contrast
<b>12</b>	4/17	Designing with external style sheets
<b>13</b>	4/24	Organizing and optimizing visual samples
<b>14</b>	5/1	Optimizing your portfolio
<b>5/1 Project 3 due: Your online portfolio</b>		
<b>15</b>	5/7 – 5/12	<b>Final exams</b> (Web design Final Exam date TBA)

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## Assignments:

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### Project 1: Your notebook as a web site.

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Students design and build their class notebooks – as a multipage website using HTML, CSS and DreamWeaver.

### Project 2: Your catalog web site.

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Develop a market identity, logo and build a market niche catalog website featuring your favorite stuff.

### Project 3: Your online portfolio.

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Painter, photographer, sculptor, multi-media artist, game designer, architect or plastic surgeon – today, you need a beautiful and stunning online portfolio to survive and prosper.

Create an effective responsive portfolio for yourself, optimized for both phones and large screen devices.

## Grading System:

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Project #1	25% of grade	Project #2	25% of grade
Project #3	25% of grade	Final Exam	25% of grade

## Late projects:

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**Project grades are reduced by 10 pts for every 24 hours late;** an "A" project becomes a "B" if it's delivered a day late, and a "C" if it's 2 days late.

Hot tip: Submit projects on time, even if you haven't finished the project.

Projects can be upgraded, if you've turned in something on time, to meet the deadline.

For example: Notebooks are 24 pages, due on 2/21. You've only completed 8 pages.

You submit your partial, 8-page notebook right on time. You've met the deadline and earned a "C."

Then, you complete the rest of the notebook, all 24 pages, and submit it at the next class. You'll upgrade your "C" to an "A.", because you met the deadline with a partial project and upgraded it with a completed project..

**Projects can be submitted by email up until 11:59pm on the day they are due.**

Can't make it to class? Launch your web site on your home computer. Take screenshots of each page. Email the screen shots. You can earn an "A" even with a broken car that won't start.

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## Grading Scale:

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A 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82	
C+ 77-79	C 73-76	C- 70-72	D+ 67-69	D 63-66	D- 60-62
F -59 or less					

## Instructional materials:

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**Hardware: 2 USB Flash Drives, at least 8G each:** for storing and transporting your work.

Back up USB drive after every class, onto your HD and 2nd USB drive.

Recommended but NOT required: Adobe sells student subscriptions to creative cloud, so you can work with Dreamweaver and photoshop at home, on your own computer.

## Attendance Policy:

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One unexcused absence has no effect on grades.

**A student's semester grade will be reduced by 5 points for each additional unexcused absence.** Absences may be excused by:

- illness, with dated doctor's letter or Hospital Emergency Room forms;
- car trouble with dated mechanic's receipt, or for
- religious reasons by prior notification of the instructor.

## Withdrawal Policy:

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Withdrawal may affect financial aid or health insurance coverage.

**OFFICIAL WITHDRAWAL FROM A COURSE:** When a student finds it necessary to withdraw from one or more courses, they must submit an Add/Drop Form with appropriate signatures by the end of the 12th week or its equivalent (see Registration Calendar). A student who officially withdraws from a course between the 4th and 12th weeks or their equivalent will have the course appear on his/her transcript with a grade of W.

**INSTRUCTOR WITHDRAWAL POLICY:** If you drop the class you must officially withdraw from the class or you will receive a ZF grade. The grade reflects a failing grade because you stopped attending.

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## **Academic Support:**

A first step is to meet with your instructor to discuss your progress in the course and options for academic support. Some examples of academic support include: course Angel shells, online resources recommended by the instructor/department, working with the instructor or in labs, study groups, scheduled tutoring sessions, etc. Here is a link to the SUNY Orange Academic Support website:

<http://www.sunyorange.edu/las/index.shtml>

Tutoring may be available through the Tutorial Center in the Learning Resources Center. (Referral form and fee required). Assistance with writing and research skills can be obtained in the Writing Center and the L.R.C. Open computer labs are available on campus including the Learning Resource Center and the Student Advising Center in the College Commons. Consult College Catalog for additional support services.

Scheduled tutoring sessions are available in our Tutorial/Learning Centers : Middletown: Tutorial Center, 2 Floor, Library and in Newburgh: Learning Center, 2nd Floor, Kaplan Hall.

## **Religious Observance:**

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Students may be absent due to religious observance without penalty. You should inform me, prior to your absence, when you anticipate an absence for religious observance so that we can make arrangements for make-up examinations or other work.

## **Americans With Disabilities Act (ADA)**

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SUNY Orange is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance in this course and require accommodations, you must first register with the Office of Accessibility Services.

Accessibility Services is responsible for coordinating classroom accommodations and other services for students with disabilities. Please note that classroom accommodations cannot be provided prior to your instructor's receipt of an Accommodations Notice, signed by the Office of Accessibility Services. You can reach the Office of Accessibility Services at the Middletown Campus at (845) 341-4077 and at the Newburgh Campus at (845) 341-9034 or by email at [accessibilityservices@sunyorange.edu](mailto:accessibilityservices@sunyorange.edu).

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## Cell Phone Usage Policy

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**Use of cellular phones for photographing smartboard or taking notes is encouraged. Use of mobile devices for working on web design is encouraged.**

Other use of any other electronic communication device during class or exam sessions is prohibited, unless expressly permitted by the instructor.

## Official/Academic E-Mail Policy

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For Degree-Seeking and non-degree seeking students, the College-issued email account (@sunyorange.edu) is designated as the student's official email address as it is validated by an authentication process. This will be used as the method of communication when administrative offices, academic departments and faculty need to communicate with students. Electronic communication through the use of the college's learning management system (Blackboard) remains at the discretion of the instructor and should be communicated to the student in the course syllabus.

## Academic Dishonesty:

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:Academic dishonesty will not be tolerated. Per academic policies and the College's Code of Student Conduct, academic dishonesty includes but is not limited to:

- (a) cheating, including cybercheating;
- (b) fabrication;
- (c) facilitating academic dishonesty;
- (d) plagiarism, including Internet plagiarism;
- (e) forgery;
- (f) bribery; or
- (g) multiple submission (submitting the same assignment to more than one instructor without the permission of the instructors).

In this course, the first offense will result in your semester grade being reduced by 20 points.

2nd offense will result in a 30-point reduction of your semester grade. You'll receive an F.

In addition, any instance of academic dishonesty may result in the referral to the Vice President for Student Services for appropriate disciplinary action pursuant to the College's Code of Student Conduct.

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## Academic Policies & Procedures:

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Students who have concerns about their academic performance in a course should consult with their instructor, according to Academic Policies & Procedures, which can be found in the Student Handbook: <http://www.sunyorange.edu/studentactivities/publications.shtml>.

Technical Support: <http://www.sunyorange.edu/ol>

1-844-673-6786 (1-844-OPENSUNY) \*Press 1

Online Learning Phone support is available during the following hours:

Monday - Thursday 8am - 9pm EST

Friday 8am - 5pm EST

Saturday 10am - 5pm EST

Sunday 1pm - 9pm EST

For assistance with all other Technical issues like MySUNYOrange, email, Banner, or other SUNY Orange related service:

SUNY ORANGE Technical Services: 1-845-341-4749 Phone and Chat Support available 24/7

<https://itservice.sunyorange.edu>

ON-CAMPUS IT department hours are:

Monday – Friday 8am – 4pm EST

After hours Phone/Chat: provided by Blackboard Answering Services

For faster service when contacting support, have your Student ID or username available and whenever possible be at a computer with internet access. During high call volumes, you may be asked to hold for support. The average call takes approximately 10-15 minutes so please call when your schedule permits.

## Help Desk Information:

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If you need help using Angel, then you may contact SUNY Learning Network at (800) 875-6269 or by email at [helpdesk@suny.sln.edu](mailto:helpdesk@suny.sln.edu). For problems logging on to Angel, you may also contact the SUNY Orange help desk at [helpdesk@sunyorange.edu](mailto:helpdesk@sunyorange.edu) or by phone: (845) 341-4749 or (845) 341-4735.

**Faculty retain the right to make changes to syllabi.** In the event that changes are needed, they will be announced by the instructor.