



Course: Web Scripting Number: GR20755
Instructor: Christine Shanks
Day/Time: Monday 6-10 W15
Prerequisites: GR20670 Intro to Web Design
Building: MAIN Room: 421
Email Address: cshanks@aii.edu

Any email must contain your name, class name, class meeting day and time.

Email me with questions and concerns! I am easy to get in contact with.

-Emails are answered during office hours times.

-The privilege of email contact can not be used in lieu of seeing me in class with work.

-If you missed a class it is YOUR RESPONSIBILITY, not mine, to look at the syllabus and/or ask another student and get caught up.

-Do not contact me w/ excuses or questions clearly answered by the syllabus or assignment sheets such as due dates, late policy, etc.

-Questions about grades can be answered in class

See Office Hours and Contact here

<http://www.shanks-creative-education.com/contactoffice-hours.html>

Faculty schedules are on the 3rd floor across from registrar offices, you can find my room numbers there

Course Website

profshanks.com

Web Address:

Contact Hours: 4 Per Week

Instructional Contact Hours: Lecture: 22 Hrs Lab: 22 Hrs

Academic Credits: 3 Hrs

Course Length: 11 Weeks

Course Description:

In this intermediate class, students build upon their knowledge of web design to create a comprehensive web site. Emphasis is balanced between the design and technical elements of Web Page design and production.

Institutional Learning Objectives

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use critical thinking in creative and innovative problem solving and decision-making.

Program Objectives –

- Apply the critical thinking process and initiate creative solutions to graphic design challenges
- Use appropriate software solutions to design problems for print and web
- Apply professional principles and techniques of electronic file preparation
- Utilize protocols, media, and coding for web solutions

Course Competencies:

1. Design and execute an HTML document that uses appropriate design elements, navigation, and user interface elements that are functional as well as aesthetically pleasing
2. Create functioning HTML scripts with multimedia extensions
3. Use CSS to understand the dynamic design flexibility of the student website
4. Use an FTP to post and view files to a web server
5. Recreate original designs precisely as web pages

Required Text: HTML & CSS by Jon Duckett, available in Ebrary and in the School Store

Technology Needed: Sublime Text Editor (this is only on your own computer, you can download it for free online)
 Dreamweaver
 School webspace
 USB storage device
 Multiple Web Browsers (Chrome, Safari, Firefox and Internet Explorer)

Instructional Materials and References: Instructional materials will be given out as needed

Teaching Strategies: Lecture and Lab

This course requires you to be engaged in educating yourself; I encourage you to learn from each other, online sources, the book and my lectures in class. Learning how to effectively create websites using code is best done with practice, practice, and more practice. Sitting down and reading the textbook after class lectures will help clarify and reinforce what was gone over in class. Working through exercises outside of class will help you realize code is not intimidating; it is just a different tool to create with.

Requirements for Successful Completion:

| | |
|--------------------|-----|
| Comp 1 | 20% |
| Comp 2 | 10% |
| Comp 3 | 20% |
| Website Navigation | 10% |
| Quizzes Wks1-8 | 15% |
| FINAL Exam | 25% |

Method of Evaluation:

Grades are derived from class participation, attendance and an evaluation of the student's assignments

| Letter Grade | Grading Scale | Equivalent Grade Point |
|--------------|---------------|------------------------|
| A | 94-100 | 4.0 |
| A- | 90-93 | 3.7 |
| B+ | 88-89 | 3.4 |
| B | 84-87 | 3.0 |
| B- | 80-83 | 2.7 |
| C+ | 78-79 | 2.4 |
| C | 74-77 | 2.0 |

Attendance Policy: The Art Institute of Philadelphia expects students to attend all scheduled meetings of each course. At the second absence, the student grade will be dropped one letter grade. Upon the third full absence, the student grade will be dropped another letter grade. On the fourth full absence, the student will fail the class. Additionally, lateness will be calculated in fifteen (15) minute increments. Faculty members may use discretion in cases with serious extenuating circumstances.

3 late attendance marks = 1 absence
 2 absences = 1 full letter grade drop
 3 absences = 2 full letter grades drop
 4 absences = automatic failure

Accommodations: "The Art Institute of Philadelphia provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Philadelphia.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator, Eileen Alexander, at 215-405-6424 or via email at epalexander@aii.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Eileen Alexander in Room 346 telephone number 215-405-6424. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment."

Class Policies: <http://www.shanks-creative-education.com/course-policies.html>

Set all Mobile phones and devices to silent. Do not use chat or IM programs during class.

Late work is not accepted. If you are absent, or if you do not have your work at the time it is

collected or checked, you must email it to me THAT DAY to receive credit. It will not be accepted the following week, even if you were absent.

- All work must be uploaded to Ecompanion by the day and time of class in order to be considered on time. If it is not it will incur late penalties outlined above. All assignments should be sized and named as outlined in the assignment description. If it is not on ecompanion by the end of class it is late, whether you were in class or not.
- All assignments must be completed, this is mandatory, failure to do so will result in a Failure for the course. You can not pass the course if any assignment is missing. You can not make up work that is more than 2 weeks late. Work must be uploaded to Ecompanion.
- No work will be accepted after the end of the final class. No exceptions.
- ALWAYS BRING Portable Storage Devices TO CLASS! My work was erased is not an excuse for not meeting a due date. Always have it on 2 disks!

Grade Penalties/ Grade Grubbing/ Revisions

- **No extra credit** will be given to any student who does not receive the grade they wanted. Grades are earned based on course work quality and the student is given ample opportunity to redo work for a better grade and is given their assignment and their final course grade frequently.
- **Do not try to bully me for a better grade**, my grades are based on my assignment requirements and class policies. You either completed the work to a specific grade level or did not. You either adhered to policies or you did not. You do not get grade inflations for effort. I do not make exceptions on an individual student basis, this is not fair to others
- **Students are expected to show responsibility** for their education and dedication to their craft. Also dedication to improve technical and creative issues when they arise will be evaluated. There is no simply Getting By in my classes
- Students receiving a final grade of "D" based on quality of course work alone will be failed. A final grade of "D" will only be given to students who completed the course with a grade of "C" or higher on their work quality but were penalized for late work or attendance.
- Assignments may be reworked and resubmitted for review, with the exception of your last assignment and planning assignments. All students can email me work outside of class for feedback, feedback will be responded to during office or class hours only, not on my days off.
- Preparedness will also be considered in the determination of the final grade. If a student is continuously unprepared for class, this behavior will have a negative impact on the final grade. "An F for the Day" or reduction in attendance will be received - If you are not working during class, came unprepared, leave early or come in late.
- Disrupting class or acting in an unprofessional/disrespectful manner will result in you being removed from class and being marked for the amount of class you have missed. This behavior will also be reported to the Dean of Student and your Academic Director/Assistant Director. Strict adherence to school, attendance and computer lab policies. Abusive language, plagiarism and sexual harassment of any nature are considered grounds for failure and will not be tolerated.

- Students failing the course at midterm or after the final class will be reported to the Academic Director and Assistant Director and a meeting about performance may be scheduled

Internet Use/Images

- No internet use that is not related to this course during class time! Doing so will result in negative impact on final grade or being made to leave class.

- Any student found handing in or using some else's work as their own will be penalized and reported for plagiarism

Handing in Assignments

ALL ASSIGNMENTS SHOULD BE NAMED lastname_first initial_assignment # or descriptor, please see assignment sheet for details, and put in proper Ecompanion area for grading. Assignments will not be graded if not turned in properly to ecompanion.

Failure to hand assignment in as asked results in a lowered grade, this seems petty but following directions is very important and in the real world if you do not you suffer consequences, therefore, in my classes you will also be penalized for not following directions

General Expectations

Expect to stay the full 4 hours of class and expect to work on assignments and exercises during those four hours when I am not lecturing or giving demos.

Expect to meet the standards outlined here or not pass the course

You do not "get" grades in my class you earn them, do not expect to receive a specific grade based on your previous course

Instructor Availability Outside of Class: See first page

Date of Final Review: 11th week

Estimated Homework Hours: 2-4

Estimated Technology Hours: 2-4

Topical Outline of the Course:

| Week | Topic | Reading | Assignment |
|------|--|---|---|
| 1 | <p>-Course Introduction & Overview Presentation- Introduction to Web, HTML5 & CSS3 Browsers and diverse platforms Examples Slideshow Introduce assignment: http://www.csszengarden.com/</p> <p>Log into school webspace</p> | <p>HTML & CSS by Jon Duckett (BUY IT)</p> <p>Pgs. 3-37 and 226-244</p> <p>Seems like a lot but the book is not text heavy</p> | <p>Choose the text content you want for your site. This content will be expanded to 3 different themes. Each one will display the content in a new way using CSS, concept and images.</p> <p>I suggest choosing long music lyrics, an article or a story you can expand on and get ideas from. Be sure to credit the author.</p> <p>Bring some content like images of your own that you feel might work with your text content.</p> |
| 2 | MLK DAY, HOLIDAY SCHOOL CLOSED | | |
| 3 | <p>HTML & CSS Overview Dreamweaver Revisited From PS to web</p> <p>QUIZ Begin Site http://www.csszengarden.com/</p> <p>Exercise code a simple page, exercise file from website</p> <p>Review web file and folder structure: http://desource.uvu.edu/dgm/2120/IN/steinja/lessons/06/06_03.html</p> | <p>Pgs 40-93 246-298 pgs 428-450</p> | <p>Complete Site Design and Images PS mockup</p> |
| 4 | <p>HTML 5 File and folder structure</p> <p>QUIZ</p> <p>Comp1 HTML5 & CSS3 grid based page with Website Navigation</p> | <p>Pgs 301-328 Pgs 358-404</p> | <p>Complete Initial HTML layout Comp1</p> |
| 5 | <p>CSS3 File and folder structure Upload first comp to school webspace QUIZ</p> <p>Comp1 HTML5 & CSS3 grid based page</p> | <p>Pgs. 94-124 Pgs-176-198</p> | <p>Complete CSS3 Comp1</p> |

| | | | |
|---|---|--|---------------------------------------|
| | with Website Navigation | | |
| 6 | <p>EXAM</p> <p>HTML 5 File and folder structure</p> <p>Comp2 Full-screen background with CSS-based stylized image and type treatments</p> | <p>Pgs126-142 Pgs 406-426</p> | <p>Progress CSS3 Comp2</p> |
| 7 | <p>Comp 2 QUIZ</p> <p>Upload first comp to school webspace</p> | <p>All Chapters formerly not covered</p> | <p>Complete CSS3 Comp2</p> |

| | | | |
|----|---|-----------------------------------|---|
| 8 | RESPONSIVE DEMO QUIZ Comp 3 Responsive Typography-based design treatment with Web fonts Comp 3 QUIZ | All Chapters formerly not covered | Complete CSS3 Comp3 |
| 9 | Comp 3 QUIZ | All Chapters formerly not covered | Complete CSS3 Comp3 |
| 10 | Website Navigation Link all 3 comps together with a common menu. Upload Final site to school webspace | All Chapters formerly not covered | Complete Website Navigation |
| 11 | Final Online Site Review & Presentation Exam | | Final Site & Presentation EXAM |

Intellectual Property

Course materials prepared by the instructor, together with the content of all lectures, are the property of the instructor. **Copying by persons or organizations is strictly prohibited.** Video and audio recording of lectures and class time without the consent of the instructor is prohibited. Permission to make such recordings may be granted by the instructor on a case by case basis and will be done so in writing, on the condition that these recordings are used only as a study aid by the individual making the recording. Unless explicit permission is obtained from the instructor, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Syllabus and all of its Contents and Supplements are the intellectual property of the instructor and may not be used without consent and proper citation.

Web Scripting – Final Project Site

Project Overview

Develop 3 different web pages illustrating the various "comps" design treatments discussed in this course.

The "comps" should share the same basic HTML (including menus generated with li tags)

All pages should vary in design and layout via unique CSS style sheets, such as in the site <http://csszengarden.com/>.

Deliverable Descriptions

Comp 1: HTML5 & CSS3 grid based page with Website Navigation*

Comp 2: Full-screen background with CSS-based stylized image and type treatments

Comp 3: Responsive Typography-based design treatment with Web fonts

Website Navigation: 3 Comp Pages are linked in Website Navigation to for a site Navigation should be labeled Comp1 Comp2 Comp3

*****Each page should look different, the CSS should altered dramatically*****

Grading Criteria

Each of the 3 comps is graded based on:

Execution/Code (70%), Creativity/Aesthetics (20%), Concept (10%)

General Instructions

-Create Root Folder

name **lastname-first-ws**

-Inside folder create subfolders:

CSS

Images

Comp 1: The HTML5 Structure and first CSS3 stylesheet

-Create core HTML5 file with navigation

-Save in Root Folder as index.html

-Create first CSS3 stylesheet

-Save as comp1.css in Root>CSS

-Attach first CSS3 comp stylesheet to HTML document

Comp 2: New CSS3 stylesheet

-Duplicate HTML5 file

-Name comp2.html

-Create 2nd CSS3 stylesheet

- Save as comp2.css in Root>CSS

-Delete old stylesheet link

-Attach New CSS3 comp stylesheet

-Revise CSS3, make it a new unique page

Comp 3: New CSS3 stylesheet

-Duplicate HTML5 file

-Name comp3.html

-Create 2nd CSS3 stylesheet

- Save as comp3.css in Root>CSS

-Delete old stylesheet link

-Attach New CSS3 comp stylesheet

-Revise CSS3, make it a new unique page

Website Navigation

-Link all 3 webpage comps to the navigation on each page