CSAT 3312: Advanced Webpage Design
Recommended Schedule: MWF 10:00-10:50
Recommended Location: FAB 207 or BAB 303

Course Description:

This course is designed to introduce students to advanced concepts and skills in the field of webpage design.

Course Objectives:

1. Students will evaluate potential clients and audiences in terms of webpage design, and develop strategies to meet client needs and attract target audiences.

2. Students will develop layouts and content appropriate for potential clients.

3. Students will practice features of HTML, CSS and webpage design software.

4. Students will develop a webpage, and students will purchase and upload their website and maintain it throughout the development process throughout the second half of the semester.

Program Learning Outcomes (PLOs):

1. Demonstrates the ability to competently deliver public presentations, including the use of presentation technology such as presentation software, video, and audio.

2. The ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.

3. Demonstrates the ability to complete appropriate discipline specific writing assignments.

4. The ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.

5. Demonstrate competent use of media technology including video, audio, and internet-based technology.

Course Materials:

1. There is not a required textbook for this course.

2. Students are expected to purchase web space and maintain a website throughout the semester. Potential sources: Squarespace.com, Weebly.com, Wix.com, Godaddy.com. Selection should be made based on site needs, duration of maintenance, security of source and planned longevity of site life.

3. USB (4 GB minimum)

Suggested Books:

Duckett, J. (2011). *HTML and CSS: Design and Build Websites* (4th ed.). Indianapolis, IN: Wiley.

Maivald, J. J. (2014). *Adobe Dreamweaver CC Classroom in a Book* (2014 release). San Jose, CA: Adobe.

Redish, J. G. (2012). *Letting go of the words: Writing web content that works* (2nd ed.). Waltham, MA: Morgan Kaufmann.

Course Schedule:

This class is scheduled MWF 10:00-10:50.

Monday and Wednesday will consist of lecture and in class exercises.

Friday will be designated lab time to allow for website development and then maintenance throughout the semester. Students should recognize this one hour per week is not likely enough time to complete their webpage and should plan accordingly to complete assignments efficiently and effectively.

Attendance:

Students are expected to attend every class, and are therefore responsible for everything that occurs in each class. Students are responsible for knowing all announcements, lecture material, assignments and class schedule modifications. In the event students are absent, it is their responsibility to obtain the necessary information.

Attendance is essential for your success in this class and excessive absences may result in you being dropped from the course with a grade of "W" or "F" as per Sul Ross State University policy. If you miss a class for any reason (school-related, family emergency, illness, etc.) you must notify the instructor ahead of time, whenever possible.

Late work will not be accepted without prior discussion and approval.

ADA:

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartze, M.Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.Email: mschwartze@sulross.edu.

Grading:

This semester students will be able to obtain up to 2000 points, based on the allocations below. All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

Code Academy Exercises		300
Introduction to HTML	50	
HTML Structure: Using Lists	50	
HTML Structure: Tables, DIVs, and SPANS	50	
Introduction to CSS	50	
CSS Classes and IDs	50	
CSS Element Positioning	50	

Webpage Project Elements		850
Website Proposal	100	
Website Map	50	
Audience Personas	100	
Homepage Wireframe	50	
Homepage First Draft	50	
Homepage Final Draft	100	
Secondary page Wireframe	50	
Secondary page First Draft	50	
Secondary page Final Draft	100	
Four Website Updates	200	

Final Website	300

Final Presentation	100

Participation	200
Readings and Design Discussions	

Website Scenarios	250
Five client scenarios	

Total Points	2000

Letter Grade Breakdown

A = 1800-2000
B = 1600-1799
C = 1400-1599
D = 1200-1399
F = 1199 and Below

Weekly Breakdown
Schedule subject to change at any time throughout the semester

Week One

Monday:
Syllabus and Introductions
Wednesday:
HTML Basics (code academy)
Begin a Web Usage Journal
Personal Website Development Introduction
Read: Process and Design (Ch 18 from *HTML and CSS* text) and "What is the Purpose of Your Website"
Friday:
Website Research Day

Week Two

Monday:
Personal Website Development Dscussion
"What is the Purpose of Your Website?" Discussion
Process and Design Discussion (Ch 18 from *HTML and CSS* text)
Review: "15 Best Examples of Website Homepage Design"
Wednesday:
Web Usage Journal Due and Discussion Regarding Usage
Homepage Design and Examples Discussion
Friday:
Website/Lab Workday

Week Three

Monday:
Website Proposal Due
Building Your Own Webpage (code academy)
Wednesday:
HTML Fasics II (code academy)
Friday:
Website/Lab Workday

Week Four

Monday:
Site Map Due
Wednesday:
Social Networking Profile (code academy)
Practical Information (Ch 19 from *HTML and CSS* text)
Friday:
Website/Lab Workday

Week Five

Monday:
Audience Personas Due
HTML Basics III (code academy)
Wednesday:
Clickable Photo Page (code academy)
"Web Design Features"
Friday:
Website/Lab Workday

Week Six

Monday:
Wireframe for Your Homepage Due
CSS Overview (code academy)
Wednesday:
Design a Button for Your Website (code academy)
Friday:
Website/Lab Workday

Week Seven

Monday:
Homepage Draft Due
CSS Selectors (code academy)
Wednesday:
Sorting Your Friends (code academy)
Friday:
Website/Lab Workday

Week Eight

Monday:
Wireframe for Secondary Page Due
Getting from Draft to Final Web Pages (*Letting Go of the Words* Ch 13)
Wednesday:
Homepage Posted to the Web
CSS Positioning (code academy)
Friday:
Website/Lab Workday

Week Nine

Monday:
Secondary Page Draft Due
"10 Ways Companies Screw Up Their Websites"
Wednesday:
Build a Resume (code academy)
Friday:
Website/Lab Workday

<div align="center">Week Ten</div>

Monday:
Designing Your Web Pages for Easy Use (*Letting Go of the Words* Ch 7)
Wednesday:
Secondary Page Posted to the Web
Friday:
Website/Lab Workday

<div align="center">Week Eleven</div>

Monday:
Website for a Band
Wednesday:
Website for College/University
Friday:
Website/Lab Workday

<div align="center">Week Twelve</div>

Monday:
Website Update and Discussion
Wednesday:
Website for a Real Estate Agent
Friday:
Website/Lab Workday

<div align="center">Week Thirteen</div>

Monday:
Website Update Due and Discussion
Wednesday:
Website for a Movie Theatre
Friday:
Website/Lab Workday

<div align="center">Week Fourteen</div>

Monday:
Website Update Due and Discussion
Wednesday:
Website for a Non-profit Organization
Friday:
Website/Lab Workday

<div align="center">Week Fifteen</div>

Monday:
Website Update Due and Discussion
Wednesday:
Website/Lab Workday
Friday:
Dead Day, No class

<div align="center">Week Sixteen
(Finals Week)</div>

Final Website Uploaded
Presentation of Website to the Class