



## COMM/CSAT 2308 – WEB PAGE DESIGN/DEVELOPMENT

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Semester: Spring 2016  
Days: TR  
Times: 9:30-10:45  
Location: BAB 303

Instructor: Dominique Sanchez  
Office: FAB 202  
432.837.8019  
[dvargas@sulross.edu](mailto:dvargas@sulross.edu)  
Office hours: MW 11-12, TR 8:30-9:30  
Walk-ins or by appointment welcome

### Course Description and Learning Objectives

A computer based course in which students learn to design, construct, and evaluate web pages. Layout and design of web pages, including structuring the page with proper alignment, consistency and site navigation; visual appeal of color and concepts for choosing color schemes that best represent the purpose of the website; and consideration of copyright law as applied to web page technology.

### Required Course Materials

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* (2<sup>nd</sup> ed.).  
Waltham, MA: Morgan Kaufmann.

USB (4 GB minimum)

### Course Learning Objectives

Upon completion of this course, students will

- have basic knowledge of HTML and CSS
- understand how to organize and present information for clarity and ease of consumption
- have basic understanding and utilization of Adobe Dreamweaver to build websites
- critically evaluate current webpages to help with discernment of webpage design needs for a variety of clients
- be able to start conceptualizing webpages from thumbnails to page design and development

### Communications 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.

### **Computer Science Program Learning Outcomes (PLOs)**

1. Understand the fundamental concepts of computer science including algorithms and data structures.
2. Understand modern computer systems, databases, and networking.
3. Display an understanding and ability to implement current programming methodologies.
4. Become proficient with system design based on object-oriented programming.
5. Work as a team in workgroup environments.

### **Class Attendance and Expectations**

Attendance is required. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) prior to the absence. If you must miss a class for an emergency or illness, please contact me by email or phone as soon as possible. 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. Arriving to class on time is also essential - arriving late more than two times will be counted as one absence.

Cell phones must be turned on silent during class, and it is to be put away unless there is an emergency. You are expected not to use social-networking websites, instant messaging, or to check personal emails during class. Headphones and ear buds are allowable ONLY when you are working independently on a lesson and/or project, but not when the professor or a fellow student is speaking. Doing any of these will drastically drop your participation grade.

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

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in the University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

## Grades

This semester you will be able to obtain up to 1000 points, based on the allocations below. All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

Participation	200	(Attendance, Exercises and in class discussion of <i>Letting Go of the Words</i> concepts)
Lessons	300	(12 lessons from <i>Adobe Dreamweaver CC Classroom in a Book</i> )
Web Critiques	150	(Web Critiques and Presentations)
Final Project (350 points total)		
Proposal	50	
Personas	50	
Thumbnail	50	
Wireframe	50	
Homepage	100	
Presentation	<u>50</u>	
Total Semester Points Available	1000	

900-1000 = A

800-899 = B

700-799 = C

600-699 = D

0-599 = F

### 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 Schwartz, 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: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu).

## Daily Schedule Breakdown

*Schedule subject to change at any point during the semester*

Tuesday, January 19

Introduction to Course, Syllabus

Homework: Monitor web and app usage

Thursday, January 21

Web and app usage discussion

Web Critique #1 assignment given

Homework – *Letting go of the words: Writing web content that works* – Chapter 1 –

Content! Content! Content!

Tuesday, January 26

*Letting go of the words: Writing web content that works* – Chapter 1 – Content! Content!

Content!

Thursday, January 28

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 1

Homework – *Letting go of the words: Writing web content that works* – Chapter 2 –

Planning: Purposes, Personas, Conversations

Tuesday, February 2

*Letting go of the words: Writing web content that works* – Chapter 2 – Planning:

Purposes, Personas, Conversations

Thursday, February 4

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 2

Tuesday, February 9

Web Critique #1 Due

Web Critique #1 Presentations

Thursday, February 11

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 3

Homework – *Letting go of the words: Writing web content that works* – Chapter 3 –

Designing for Easy Use

Tuesday, February 16

*Letting go of the words: Writing web content that works* – Chapter 3 – Designing for

Easy Use

Thursday, February 18

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 4

Homework – *Letting go of the words: Writing web content that works* – Chapter 4 –

Starting Well – Home Pages

Tuesday, February 23

*Letting go of the words: Writing web content that works* – Chapter 4 – Starting Well – Home Pages

Thursday, February 25

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 5

Homework – *Letting go of the words: Writing web content that works* – Chapter 5 – Getting There: Pathway Pages

Tuesday, March 1

*Letting go of the words: Writing web content that works* – Chapter 5 – Getting There: Pathway Pages

Thursday, March 3

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 6

Homework – *Letting go of the words: Writing web content that works* – Chapter 6 – Breaking Up and Organizing Content

Tuesday, March 8

*Letting go of the words: Writing web content that works* – Chapter 6 – Breaking Up and Organizing Content

Thursday, March 10

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 7

Monday, March 14 – Friday, March 18 – SPRING BREAK – NO CLASSES

Tuesday, March 15

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 8

Web Critique #2 assignment given

Homework – *Letting go of the words: Writing web content that works* – Chapter 7 – Focusing on Conversations and Key Messages

Thursday, March 17

*Letting go of the words: Writing web content that works* – Chapter 7 – Focusing on Conversations and Key Messages

Homework – *Letting go of the words: Writing web content that works* – Chapter 8 – Announcing Your Topic with a Clear Headline

Tuesday, March 22

*Letting go of the words: Writing web content that works* – Chapter 8 – Announcing Your Topic with a Clear Headline

Thursday, March 24

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 9

Homework – *Letting go of the words: Writing web content that works* – Chapter 9 – Including Useful Headings

Tuesday, March 29

*Letting go of the words: Writing web content that works* – Chapter 9 – Including Useful Headings

Thursday, March 31

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 10

Tuesday, April 5

Web Critique #2 Due

Web Critique #2 Presentations

Final Project Discussion

Thursday, April 7

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 11

Homework – *Letting go of the words: Writing web content that works* – Chapter 10 – Tuning Up Your Sentences

Tuesday, April 12

Final Project Web Page Proposal Due

*Letting go of the words: Writing web content that works* – Chapter 10 – Tuning Up Your Sentences

Thursday, April 14

*Adobe Dreamweaver CC Classroom in a Book* – Lesson 12

Homework – *Letting go of the words: Writing web content that works* – Chapter 11 – Using Lists and Tables

Tuesday, April 19

Final Project Personas Due

*Letting go of the words: Writing web content that works* – Chapter 11 – Using Lists and Tables

Homework – *Letting go of the words: Writing web content that works* – Chapter 12 – Writing Meaningful Links

Thursday, April 21

*Letting go of the words: Writing web content that works* – Chapter 12 – Writing Meaningful Links

Homework – *Letting go of the words: Writing web content that works* – Chapter 13 – Using Illustrations Effectively

Tuesday, April 26

Final Project Thumbnail Due

*Letting go of the words: Writing web content that works* – Chapter 13 – Using Illustrations Effectively

Homework – *Letting go of the words: Writing web content that works* – Chapter 14 – Getting From Draft to Final

Thursday, April 28

*Letting go of the words: Writing web content that works* – Chapter 14 – Getting From Draft to Final

Tuesday, May 3

Final Project Wireframe Due

Final Project Workday

Thursday, May 5 – DEAD DAY – NO CLASS

Tuesday, May 10 – FINAL EXAM – 8:00AM – 10:00AM

Final Project Due

Final Project Presentation

## Some Semester Dates to Know

Wednesday, February 3 – 12<sup>th</sup> class day, last day to drop a course without creating an academic record

Tuesday, March 8 – Mid Semester

Monday, March 14 – Friday, March 18 – Spring Break. No Classes.

Friday, March 25 – Good Friday Holiday, No Class

Friday, April 8 – Last day to drop a course and receive a “W”

Thursday, May 5 – Friday, May 6 – Dead Days

Monday, May 9 – Thursday, May 12 – Finals Week

Saturday, May 14 – Graduation

## Final Exam Schedule

Final examinations in Laboratory and Physical Education activity courses will be given during the last class period of the semester. For times not listed, consult with your instructor.

<b>For Classes Meeting on:</b>	<b>Exam Date and Time will be:</b>
<b>Monday/Wednesday/Friday</b>	<b>Monday</b>
8 a.m.	8 a.m. - 10 a.m.
10 a.m.	10:15 a.m. - 12:15 p.m.
1 p.m.	12:30 p.m. - 2:30 p.m.
3 p.m.	3 p.m. - 5 p.m.
Monday Night Classes	6 p.m. - 8 p.m.
<b>Tuesday/Thursday</b>	<b>Tuesday</b>
9:30 a.m.	8 a.m. - 10 a.m.
11 a.m.	10:15 a.m. - 12:15 p.m.
2 p.m.	12:30 p.m. - 2:30 p.m.
3:30 p.m., 4 p.m.	3 p.m. - 5 p.m.
Tuesday Night Classes	6 p.m. - 8 p.m.
<b>Monday/Wednesday/Friday</b>	<b>Wednesday</b>
9 a.m.	8 a.m. - 10 a.m.
11 a.m.	10:15 a.m. - 12:15 p.m.
12 p.m.	12:30 p.m. - 2:30 p.m.
2 p.m.	3 p.m. - 5 p.m.
Wednesday Night Classes	6 p.m. - 8 p.m.
<b>Tuesday/Thursday</b>	<b>Thursday</b>
8 a.m.	8 a.m. - 10 a.m.
12:30 p.m.	10:15 a.m. - 12:15 p.m.
1 p.m.	12:30 p.m. - 2:30 p.m.
Thursday Night Classes	6 p.m. - 8 p.m.



