



COMM 260

Principles of

INTERNET WEB-BASED DESIGN

COURSE OBJECTIVES

THIS IS THE INTRODUCTORY COURSE for students who plan to complete North Dakota State University's interdisciplinary minor in internet web design. Students interested in a basic background in internet web history, development and design may also find the course helpful.

At the end of the semester, the instructor hopes students will:

- ✓ be familiar with history and development of web technology;
- ✓ understand the roles of webmaster, web design teams and procedures for designing web sites;
- ✓ Understand basic concepts of budgeting, marketing, law, and e-commerce requirements for web sites;
- ✓ Understand aspects of good site design, including use of typography, photos and graphics; be able to effectively critique web site design;
- ✓ be able to create simple web sites using basic HTML, CSS and Dreamweaver.

WHAT THIS COURSE IS NOT

✗ Instruction in internet web coding, scripting, or software. Students will build simple web sites, but are neither expected to know, nor extensively taught, web development programs and coding languages. These are covered in COMM 261, Introduction to Web Development, the companion course to COMM 260.

PROFESSOR'S COMMENT: This is the introductory course to the web minor. We cover a little of everything a webmaster may need to know. The material will be presented with the assumption that students have had no experience in web development. I know that some of you have. I hope you will be able to make use of your knowledge to help others just beginning their work on the web. The course should offer something new to nearly everyone.

For information on North Dakota State's interdisciplinary web design minor: <http://www.ndsu.edu/communication/collins/webminor.html>.

ATTENDANCE POLICY

The instructor on principle does not require attendance. However, much of the material presented in class is not in the textbook, or not presented in the same manner. In addition, the course includes a variety of in-class activities. *If you are not in class, you can't make up the work!*

PROFESSOR'S COMMENT: Okay, I realize most of us for good reason may need to miss class once or twice during the semester. For those days I'll give you a break: skip up to two in-class assignments, and at the end of the semester, I'll drop those missed points from your final grade calculation. Think of this as a "bank

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WEB SITE: www.ndsu.edu/communication/collins.

CLASS WEB SITE: choose Class Resources link, COMM 260.

OFFICE HOURS: 9:30-11 a.m. Tuesdays and Thursdays.

PREREQUISITE: CSCI 116 or equivalent.

REQUIRED TEXT: Chapman & Chapman, Web Design. A Complete Introduction. Chichester, UK: John Wiley, 2006.

account” for emergencies, whatever they may be (if it’s a hangover, well, whatever). But note: if you think you’ll be away for a trip, or that you might get sick, plan to use these days to cover your absence. Because beyond these days, I almost never give excused absences for any reason, good or not! That’s why you get the free days.

GRADING

Grading will be based on a standard point-count. Tentative highest possible point totals for this course:

Midterm: 125 pts.

In-class, team, and other daily assignments: 150 pts.

Mini-capstone project: 50 pts.

Final: 150 pts.

Total: 475 pts.

The total number of points may change slightly, depending on the eventual number of assignments completed during the semester.

Standard grade percentages:

90-100=A

80-89=B

70-79=C

60-69=D

Below 60=F

Letter grades will not be given during the semester, but you can calculate your grade anytime by finding the percentage as related to the total possible points. For instance, you have collected 220 points by midterm, out of a possible 250 so far. Divide 220 by 250, and the result is .88, that is, 88 percent. Your grade so far is in the B range. (A downloadable worksheet to make this easy is available from the instructor’s Class Resources web site.)

OFFICIAL NOTICES FROM THE UNIVERSITY

If you need special accommodations for learning or have special needs, please let the instructor know as soon as possible.

Work in this course must adhere to the NDSU Code of Academic Responsibility and Conduct. This addresses cheating, plagiarism, fabrication, or facilitating dishonesty. Instructors have the right to respond to a student’s dishonesty by failing the student for the particular assignment or test, or even the entire course, or recommend the student drop the course.

TENTATIVE SCHEDULE FALL 2007

Note: specific assignment descriptions are available on the resources link of the class web site, www.ndsu.edu/communication/collins/resources.htm.

Week One (August 20-24): Intro; history and development of the internet and web technology.

Assignments: Reading on library reserve: Tim Berners-Lee, Chs. 1-2.

Week Two (August 27-31): Roles of the webmaster. Web site planning.

Assignment: Readings on library reserve: Tim Berners-Lee, Chs. 3-4. “Writing for the Web” on-line guide, Class Resources, chapter 1; text, chapter 1.

Week Three (September 3-7): Web site planning process, including mission statement, creating identity,

funding. Analyze web sites. Intro to HTML. Assignment: text, chapter 2. “Writing for the Web” on-line guide, Class Resources, chapter 2.

Week Four (September 10-14): Web planning and architecture. Continue HTML.

Assignment: Study on-line W3 Schools HTML tutorial: www.w3schools.com. Choose “Learn HTML” link. Text, chapters 3 and 11.

Week Five (September 17-21): Beyond HTML: browsers, XML, plug-in, search engines. Intro to CSS.

Assignment: Study on-line W3 Schools HTML tutorial: www.w3schools.com. Choose “Learn CSS” link. text, chapter 4.

Week Six: (September 24-28): Continue CSS. Introduction to Dreamweaver software. Assignment: text, Appendix A.

Week Seven (October 1-5): Dreamweaver continued. Intro to writing for the web.

Week Eight (October 8-12): Writing for the web, continued. Review for midterm exam.

Week Nine (October 15-19): Writing for the web, continued. Begin design for the web, usability.

Assignment: Study for midterm. Midterm exam.

Week Ten (October 22-26): Go over midterm exam. Design for the web.

Assignment: text, chapter 5.

Week Eleven (October 29-November 2): Continue design, design fundamentals.

Assignment: text, chapter 10.

Week Twelve (November 5-9): Design: typography for the web.

Week Thirteen (November 12-16): Images/motion on the web. Intro to Photoshop/image manipulation software. Assignment: text, chapter 6.

Week Fourteen (November 19-23): Photoshop continued. DOM scripting. Assignment: text, chapter 7.

Note: No class Thursday, November 24, Thanksgiving break.

Week Fifteen (November 26-30): Web accessibility, e-commerce. Assignment, text, chapter 9.

Begin mini-capstone project, personal home page.

Week Sixteen (December 3-7): E-commerce, critique of web sites, other web applications. Assignment:

text, chapter 8. wrap-up. Time in class to work on mini-capstone project. Last university class day is Friday, December 7; capstone project due at 5 p.m. on this date.

FINAL EXAM: 10:30 a.m. to 12:30 p.m. Friday, December 14.

FOR MORE INFORMATION

BOOKS:

Peter Kentie, *Web Design Tools and Techniques*, 2nd ed. (Berkeley, CA: Peachpit Press, 2002).

Well-known publisher of web-related material.

Jakob Nielsen, *Designing Web Usability* (Indianapolis: New Riders, 2000).

The classic text on usability and disabilities, although Nielsen's recommendations are controversial, as they encourage bland web design.

Thomas A. Powell, *Web Design: The Complete Reference* (Berkeley, Calif.: Osborne/McGraw-Hill, 2000).

Also on line: <http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=54412>. Encyclopedic reference.

Todd, Stauffer, *Absolute Beginner's Guide to Creating Web Pages* (Indianapolis: Que, 2002). Also on line:

<http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=81308>.

ON THE WEB:

Programs for web professionals: International Webmasters Association:

<http://www.iwanet.org>.

Accessibility for people with disabilities: <http://www.w3.org/WAI/about.html>

Web site critique: www.webpagesthatsuck.com (Note: also see amusing books of same title.)

Web site tutorials and administration: The World Wide Web Consortium (W3C), organized by Tim Berners-Lee, inventor of the web, coordinates web standards and resources. <http://www.w3.org>.

Internet timelines: <http://www.internetvalley.com/archives/mirrors/davemarsh-timeline-1.htm>, or <http://www.zakon.org/robert/internet/timeline/>

Master reference for html tags: <http://www.htmlreference.com> (Note: Good reference, but you have to know html to understand how to use 'em.)

Best web site awards: <http://www.webbyawards.com>.

Also see references on the instructor's class resources web site, www.ndsu.nodak.edu/communication/collins/26owebdesign/26oresources.htm.

