AVT 420

Syllabus

The School of Art

George Mason University

Web Design & Usability

Spring 2017
Section 001
M/W 7:20pm-10:00pm
Lab 1021
Patricia Kruep

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Office hours by appointment

Catalog Description: Building on the principles and skills gained in AVT 415, this course delves deeper into web-related concepts and techniques. Students will gain advanced knowledge in evolving web technology, preparing them for professional entry into the web design field.

Prerequisite(s): Admission to AVT BFA Graphic Design concentration or the Web Design Minor, C or higher in AVT 415 or permission of instructor. Prerequisite(s) enforced by registration system.

Course Objectives: Upon completion of this course students will be able to:

• Create multiple web page layouts using advanced CSS techniques and features.

• Design and build a dynamic web site or app that utilizes templates for displaying content.

• Develop and document a design system to maintain continuity in a web site's design.

• Utilize basic scripting techniques to enhance the user experience of a web site or app.

What you will need

Texts and References:

• References, resources, and articles will be posted to the Blackboard course shell as needed. Book-based readings are accessible via Safari Tech Books Online, courtesy of the Mason Library.

Technology Needed:

• Internet connection

• Server space for student portal/portfolio and assignments

• Text editor (color-coding capability recommended)
  • We will be using Atom or Brackets in the computer lab

• Web browsers
  • Expect to test work on multiple browsers, platforms, and devices.

• Word processor and presentation software (as needed)

• Image editing/creating software (as needed)

• Camera or scanner

• Software for creating prototypes (options and methods discussed in class)

• Storage media (USB drive/disk recommended)

Materials and Supplies:

• Index cards (4x6 and/or 5/8). These are not precious. You'll be using them like candy. Get many and bring them to class each week.

• Sharpies or other markers for sketching

• Notebook for storing class materials. Sketchbook for sketching.

• Pens, pencils, and paper for taking notes, sketching out ideas, storyboarding, problem solving, flow charting, etc.

• Users for usability testing

Student Evaluation

Grades: Grades are based on culmination of points (think XP). Points are earned by completing various challenges. Point values for these challenges are based on their complexity and difficulty. Something easily accomplished (for example, submitting a URL) would have a lower point value than something of higher difficulty (for example, presenting a completed, working website).

Points awarded for a given challenge are based on effort towards the challenge and level of completion. Evaluation criteria for a given assignment is including with the posted assignment details. Work must be officially submitted, per challenge instructions, for points to be awarded. Conversely, work not submitted or work not submitted correctly will receive 0 points. Late work may not received the full amount of points available.

Your standing (grade) in class is based on the percentage of points achieved out of points assigned.

Levels: Everyone starts at level 0 (n00b) with 0 points. As you gain points by completing tasks and activities, you rise in levels, the highest being 20 (Master). See the Levels chart in the Bb course shell for levels and their points values.

Challenges: All challenges and challenge details are posted to the Blackboard course shell. Challenges include skill and creative building exercises, longer term projects, in class activities, presentations, and assessments. Completing challenges earns points, allowing you to level up. Some challenges may be completed multiple times for additional points.

Plugged In: This specific type of challenge centers around your participation for a given class session. This challenge is worth 50 points for each successful completion. Success looks like arriving on time, being prepared, being an active, helpful participant, and staying for the duration of the class session. Anything less than that receives fewer points. You must be present in the class session to receive any points for a given Plugged In challenge.

Submitting Work: You will maintain a web portfolio portal for all work completed for this class. All work must be posted on your portfolio web portal unless specifically stated otherwise in the challenge details.

For most assignments, work submitted for evaluation must be posted online to your web server and the URL to that specific work is submitted as a text submission for the corresponding challenge. Unless otherwise specified, files should not be submitted for assignments. Always follow the specifications given for a particular challenge. *When in doubt, ask questions.*

It is your responsibility to ensure that all work online is kept up-to-date with the latest versions. It is also your responsibility to acquire alternate means of posting work online if your main account runs out of space. Finally, work not found via your portal will not be graded—this includes any work sent to me via email.

Late Work: Work turned in late will not be awarded the full amount of available points for the assignment. Point values decrease by 10% of the difference between the awarded grade and 60% of the total points possible, rounded down to the nearest integer, for each day the assignment it late, up to 10 days late. Assignments received after 10 days from the due date will receive 60% of the points possible for the assignment. See the Bb course shell for a detailed explanation and an example of the math.

Resubmitting Work: Work submitted on deadline may be resubmitted for an improved grade. Grades for resubmitted work replace grades already received for resubmitted work. Any late penalties will remain with the grade. The final deadline for resubmitted work is the last class session of the term.

Class Policies

Lab Policies: No eating, or drinking at the computer. Avoid any other activity outlawed by the Technology department. Please limit surfing to the activity at hand.

Class Participation: When in class, you are expected to participate in class. That means participating in the activity at hand, be it working on a project, participating in a critique, following the lesson, etc. If no specific activity is currently in play, use the time to work on class assignments and projects or researching related topics. I urge you to make the most of the time and resources provided by this class and myself. Push yourself to the next level.

Class Conduct: Professional conduct is expected. Respect for classmates, the instructor, and the classroom environment is expected.

Class Communication: Primary communication is through scheduled class time. If necessary, students will be contacted through their student email account. Class assignments and other useful information will be posted on the Blackboard course shell.

I can be available for online chat. Email at pkruep@gmu.edu to set up a time and venue.

Handouts: All course resources or handouts posted to the Blackboard course shell. This includes assigned readings.

Saving Work: You are responsible for all of your work. Keep backups of your files. Keep your files organized. Losing your files due to a technology meltdown is not a valid or accepted excuse for not having your work. School computers are not suitable or safe places to keep your files. Be smart. Practice safe computing.

Faculty Tardiness/Absenteeism: In the event that I am late or absent *and no other notification is provided*, students should wait 30 minutes. Students must then circulate an attendance sheet and designate one of their members to scan or clearly photograph the attendance sheet and email the scan/photo to the instructor.

University and School of Art Policies

Technology: In accordance with George Mason University policy, turn off all beepers, cellular telephones and other wireless communication devices at the start of class. The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

Commitment to Diversity: This class will be conducted as an intentionally inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

Statement on Ethics in Teaching and Practicing Art and Design: As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

Open Studio Hours: SOA teaching studios are open to students for extended periods of time mornings, evenings and weekends whenever classes are not in progress. Policies, procedures and schedules for studio use are established by the SOA studio faculty and are posted in the studios.

ArtsBus - Dates for Spring 2017: February 18th, March 25th and April 18th.

ArtsBus Credit: You are responsible for knowing and following ArtsBus policies and rules.

Each student must have up to 5 AVT 300/Artsbus credits before graduation. For credit to appear on your transcript you must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.

If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: http://artsbus.gmu.edu "Student Information" for additional, very important information regarding ArtsBus policy.

Non-AVT majors taking art classes do not need ArtsBus credit BUT may need to go on the ArtsBus for a class assignment. You can either sign up for AVT 300 or buy a ticket for

the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

Visual Voices Lecture Series: Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20- 9:00 p.m. in Harris Theater: http://soa.gmu.edu/visualvoices/.

Dates for Spring 2017: January 26th, February 9th, March 9th, March 23rd, March 30th

Important University Dates:

January 1 Day of Week	*Sunday*
Martin Luther King Day (no classes)	Mon Jan 16
First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed	Mon Jan 23
Last day to add classes—all individualized section forms due; Last day to drop with no tuition penalty	Mon Jan 30
Last day to drop with a 33% tuition penalty	Mon Feb 13
Final Drop Deadline (67% tuition penalty)	Fri Feb 24
Immunization Record Deadline	Wed Mar 1
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	Mon Feb 20 – Fri Mar 24
Selective Withdrawal Period (undergraduate students only)	Mon Feb 27 – Fri Mar 31
Spring Break	Mon Mar 13 – Sun Mar 19
Incomplete work from Fall 2016 due to Instructor	**Fri March 31**
Incomplete grade changes from Fall 2016 due to Registrar	**Fri April 7**
Dissertation/Thesis Deadline	Fri May 5
Last day of classes	Sat May 6
Reading Days	Mon May 8 – Tue May 9
Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	
Exam Period (beginning at 7:30 a.m.)	Wed May 10 – Wed May 17

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for late adds (up until the last day of classes) must be made by the student in the SOA office (or the office

of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed) , LATE ADD fee will apply. Requests for non-selective withdrawals and retroactive adds (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

Students with Disabilities and Learning Differences: If you have a diagnosed disability or learning difference and you need Academic accommodations please inform me at the beginning of the semester and contact the Office of Disability Services (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the Office of Disability Services.

Official Communications via GMU Email: Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Attendance Policies: Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of non-participation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Honor Code: Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously. No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim,

you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, A Writer's Reference.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, "When in doubt, cite."

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

Writing Center: Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis. The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit ittraining.gmu.edu to see the schedule of workshops and to sign up.