Course Syllabus

The syllabus and project statements serve as your guide throughout the semester. Refer to them frequently. You are expected to know and understand this information.

Catalog Description

An introduction to web design, in particular to standards as a successful tool in design communication. Students gain hands-on experience on design issues specific to web-based presentations, learn web page layout and effective navigation, and delve into the design process.

Course Objectives

Upon completion of the course, students will be able to:
A. Apply basic design concepts and principles of web delivery
B. Demonstrate a basic understanding of the components and mechanics of a website
C. Acquire a web host, practice web file management, and launch a web site
D. Utilize web software tools at an introductory level

Content

There are two small projects and a final project, a test, a final written exam, and some weekly assignments. Projects and assignments will overlap.

Project 1. Web Page Mock-up
You will design a web page.
The learning objectives include:
To learn image size, format, and optimization for web use
To implement your knowledge of design principles into website design
To learn and familiar with basic web page elements
To practice making website mock-ups using Photoshop

Project 2. Web Page Design and Development
You will design, code, and publish two web pages for a small web site.
The learning objectives include:
To learn web page structure through the use of grid and CSS
To learn the basics of HTML & CSS authoring
To learn the basics of web navigation
To implement your knowledge of design principles into website design
To practice website file management and publishing

Final Project. Portfolio Web Site Design and Development
You will design and publish a fully functional website.
The learning objectives include:
To learn the basics of website design and development process
To learn the basics of information structure and usability
To further develop your skills in HTML & CSS authoring
To implement your knowledge of design principles into website design

Required Text


Office: #2014, Office hour: TR 9:30-10:15, by appointment, E-mail: scui1@gmu.edu
Introduction to Web Design AVT 217  Spring 2018  TTh 10:30-1:10, 1:30-4:10
Instructor: Shanshan Cui

Office hour: TR 9:30-10:15, by appointment, E-mail: scui1@gmu.edu

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Important Notes
This course is very demanding. You are expected to spend a lot of time outside the class to work on the exercises and projects. If you can not put in the time and effort, please take this course when you can make this commitment.

You must create your own original design from scratch and hand-code your design by yourself. Failure to do so will result in a F grade.

Design Process
You should follow the recommended design process as outlined in the Project Statements. The quality of your design process is an important factor in the project grade.

Your Course Web Page
Students shall create a course web page to submit all exercises, projects, and the documentations of the project design process (including research, design brief, site map, mood board, sketches, Photoshop and HTML mock-ups, etc.).

Your course homepage is the only method to turn in your work.

Projects and Exercises Deadlines
• Unless otherwise noted, the due date for each exercise (both in-class and homework) is the first class day of the week following the day when the exercise is assigned.
• Projects/assignments are due at the beginning of class without exception. It means that you should make sure all the files (include the required design process files) work properly on your web site before class starts and come to class on time. Projects turned after the start of class are automatically reduced 1/2 letter grade. Late submissions receive a full letter grade down for each class day of delay. Projects will not be accepted after one week from the due date.
• You need to come to class and present your project on the due date. Otherwise your project will be counted as late even if it is alive and linked from your course homepage.

Class Policy
• Students must be prepared for class to be counted as present, i.e., having all necessary supplies, computer files, sketches with you.
• Students are required to attend all classes and arrive on time and stay for the duration.
• Students who are having difficulty with the attendance requirement may be asked to drop the class. Student who miss four or more classes in a row, and do not otherwise contact the teacher are subject to receiving an SA grade.
• Attendance to critiques is mandatory. Final critiques may last one or two class periods. Individual and group critiques will be held at each stage of a project. You may be counted as absent if you do not have the required work to present at the progress and final critiques.
• Arriving more than 30 minutes late to class, leaving before being dismissed, or failure to attend class = 1 absence
• Students who do not arrive at the listed class start time will be marked tardy. Three unexcused tardiness = 1 absence.
• Three (3) absences = Grade will be reduces by a ½ letter grade for the entire course. Each accumulative absence beyond three will result in an additional ½ letter grade mark down.

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- If compelled to miss a class, you must email/ask me with an acceptable explanation within 12 hours to be excused. If absent, you are responsible for materials covered in class. Please “buddy-up” with a classmate for this information.
- Perfect attendance = 5 bonus points.
- Arriving more than 15 minutes late on an exam day = Can’t take the exam.
- Failure to turn in any project will automatically result in a fail grade.
- There will be no makeup for a project.
- Personal communication devices must be turned to “silent mode” and put away.

Grading

There are 300 total points for all projects and assignments.

Project 1. Web page mock-up - 30 points
Project 2. Web page design and development - 60 points
Final project - 100 points
Weekly assignment & midterm exam - 50 points
Final examination - 50 points

Contribution to teaching archive: 10 points (Students will submit all the final digital files of their three projects on the last day of the class)

296-300 = A+; 280-295 = A; 270-279 = A-
260-269 = B+; 250-259 = B; 240-249 = B-
230-239 = C+; 220-229 = C; 210-219 = C-
180-209 = D; below 180 = F

Materials

- A web hosting account
- USB Drive or external hard drive. It is important to backup your work
- Other materials for sketching and taking notes

University and School of Art Policies

Important University Dates:
Martin Luther King Day (no classes) Mon Jan 15
First day of classes; last day to submit Domicile Reclassification Application; Payment Due Date; full semester waitlists removed Mon Jan 22
Last day to add classes—all individualized section forms due Mon Jan 29
Last day to drop with no tuition penalty Mon Jan 29
Last day to drop with a 33% tuition penalty Mon Feb 12
Final Drop Deadline (67% tuition penalty) Fri Feb 23
Immunization Record Deadline Thu Mar 1
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web Mon Feb 19 – Fri Mar 23
Selective Withdrawal Period (undergraduate students only) Mon Feb 26 – Fri Mar 30
Spring Break Mon Mar 12 – Sun Mar 18
Incomplete work from Fall 2017 due to Instructor Fri Mar 23
Incomplete grade changes from Fall 2017 due to Registrar Fri Mar 30
Dissertation/Thesis Deadline Fri May 4
Last day of classes Sat May 5
Reading Days

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. Mon May 7 – Tue May 8
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Exam Period (beginning at 7:30 a.m.)
Commencement
Degree Conferral Date

Wed May 9 – Wed May 16
Fri May 18
Sat May 19

ArtsBus Credit and Policies
You are responsible for knowing and following Artsbus policies and rules. Please go to the ArtsBus website: http://artsbus.gmu.edu “Student Information” for important information regarding ArtsBus policy. 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* 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.

ArtsBus - Dates for Spring 2018:
February 24
March 24
April 14

Visual Voices Lecture Series Spring 2018
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/

January 24 – Brian Noyes
February 1 – Teresa Jaynes
February 22 – Sharif Bey
March 1 – Juliet Bellow
March 8 – John Henry

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 Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide your instructor 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 DRC.

Cell Phones
School of Art Policies 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.
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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.

Official Communications via GMU E-Mail
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, and are responsible knowing the rules, as stated on the George Mason University website’ Academic Integrity page (http://oai.gmu.edu/the-mason-honor-code-2/). “To promote a stronger sense of mutual responsibility, trust, and fairness among all members of the Mason community, and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: **Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.** Mason's Commitment: To create an environment that is innovative, diverse, entrepreneurial, and accessible-helping you avoid accidental or intentional violations of the Honor Code.”

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.