Course Syllabus   p. 1

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 mockups 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   Niederst, Jennifer; *Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics*, 4th Edition, c2012
O'Reilly Media; ISBN-13: 978-1449319274

Course Syllabus

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.

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. Late submissions receive a full letter grade down for each class day of delay. If you arrive late that day, your project will be considered late and the grade will be lowered one full letter grade. 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 | • If you miss a class, you are responsible to catch-up. You may ask classmates for updates and notes. E-mails to the instructor for the purpose of getting the lecture material and the homework will NOT be answered.
• Failure to turn in any project will automatically result in a fail grade
• There will be no makeup for a project.

Attendance Policy | Students must be prepared for class to be counted as present, i.e., having all necessary supplies, computer files, sketches with you.
1. Arriving up to 20 minutes late to class = 1 tardiness. Three tardiness = 1 absence
3. Arriving more than 20 minutes late to class, leaving before the end of class, or failure to attend class = 1 absence
4. 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.
5. Perfect attendance = 10 bonus points. Miss one class or less than four tardiness = 6 bonus points.
6. Arriving more than 15 minutes late on a exam day = Can't take the exam.
7. Attendance to critiques is mandatory. You may be counted as absent if you do not have the required work to present at the progress and final critiques.

Course Syllabus

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
CD ROM submission: 10 points (Students will submit all the final digital files of their three projects on the last day of the class)

290-300 = A+;   280-289 = 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

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 18   March 25   April 18

Course Syllabus

ArtsBus Credit:

* 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 - Dates for Spring 2017:
January 26   February 9   March 9
March 23   March 30

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/

Important Deadlines
Last Day to Add   Jan 30
Last Day to Drop (No Tuition Penalty)   Jan 30
Last Day to Drop (33% Tuition Penalty)   Feb 13
Final Drop (67% Tuition Penalty)   Feb 24
Selective Withdrawal Period   Feb 27 - March 31
Spring Break   March 13-19
Incomplete work from Spring/Summer 2015 due to instructor   March 31

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 Disabilities Resource Center (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 DRC.

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

Course Syllabus

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 nonparticipation. 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.