

TCOM 351
WEB SITE DEVELOPMENT
Fall 2009 Course Information

Instructor: John C. Dailey, Ph.D.
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Office Hours: TR 3:30-5:30 and by appointment, 273 Letterman Building
Home Phone: 765.286.5776, please leave a message between 9am - 9pm
Classroom / Class time: BC 137, WF, 1:00-2:15 pm

Required Text:

Beard., J. (2007). The Principles of Beautiful Web Design.
Peachpit Press. ISBN: 1578202590. **(\$39.95 @ T.I.S.)**

Required Account:

You will need a Ball State "iWeb Account" for this class... 2 GB of storage!
Please apply for one ASAP if you do not already have one.
Details here: <http://iweb.bsu.edu/>

Academic Dishonesty:

Academic dishonesty includes but is not necessarily limited to the following:

- A. Cheating or knowingly assisting another student in committing an act of cheating or other academic dishonesty.
- B. Plagiarism which includes but is not necessarily limited to, submitting examinations, or other material as one's own work when such work has been substantially copied from another or prepared as the product of a group experience.

Any student who commits an act of academic dishonesty will be dismissed from the course with a failing grade.

Class Attendance:

Absences are highly discouraged in this class. If you are absent because of a very serious illness or major family emergency on the day when an assignment is due, you must notify the instructor as soon as possible.

Disability Accommodation:

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. My office hours and location are: TR 3:30-5:30 and by appointment, 273 Letterman Building

*The ultimate goal for this course is to have each student understand
the complexities and possibilities of web site development.*

COURSE OBJECTIVES

Through readings and production experiences, students are expected to acquire a basic working knowledge of web site development. This will include the following areas:

- ... Principles underlying the production of web sites
 - Considering usability at every point in the design process
 - Separating presentation from content as appropriate
 - Defining a general purpose statement for a web site
 - Assessing the target audience: understanding who they are and their needs
 - Primary steps in preplanning, authoring, and publishing web sites
 - Understand the advantages/limitations of various web technologies
 - Awareness of copyright issues

- ... Elements of appropriate web graphic and navigation design
 - Gain an appreciation for web design techniques & navigation
 - Obtain a working knowledge of eXtensible HyperText Markup Language
 - Creation of graphics for web use: including GIFs, JPEGs, & QTVR.
 - Understand the use of CSS, iframes, layers, libraries, tables & templates
 - Become aware of Javascript and its use
 - Understand the use of on-line forms and scripts
 - Become aware of PHP/MYSQL and their use
 - Introduction to an Open Source Content Management System (i.e., SilverStripe)

- ... Construction of an original web site
 - Site design
 - Become familiar with a visual web site development tool (i.e., Dreamweaver)
 - Become familiar with the dynamic web environment (i.e., CSS, JavaScript, PHP, MySQL)
 - Asset creation (production of graphical & textual elements)
 - Image and text file importing
 - File management (size, color palettes, naming conventions , etc.)

- ... Evaluation of existing web sites
 - Critique interesting designs
 - Applaud original techniques

QUALITATIVE EVALUATION CRITERIA

Note: Your final grade in this course is determined by overall performance, **not** through the simple result of adding points together.

<i>On-Line:</i>	Percent	<i>In-Class Production / Presentation :</i>	Percent
Facebook Group Discussion	30.0	Web Site (Alpha + Beta + Final)	45.0
Site Proposal	15.0	SOTD / Discussion / Participation	10.0
		TOTAL	100%

A = 90-100%
 B = 80-89%
 C = 70-79%

D = 60-69%
 F = Below 60%

COURSE SCHEDULE (may be revised to meet the needs of the class...)

Date	Reading / Discussion	SOTD	Activity
Week 1			
August 26			Intro to: Course, Facebook Group, SOTWs
August 28	Past Student Work		<i>Web Design... From The Inside Out</i>
Week 2			
September 02		1-3	DW: Interface, Sites, Files, Text, Images
September 04	<i>Layout and Composition</i>		DW: Tables, AP Layout, DIVs
Week 3			
September 09	Web Navigation	4-6	DW: Links, iFrames
September 11	<i>Color</i>		CSS/XHTML: Styles, Backgrounds, Borders
Week 4			
September 16		7-9	DW: Spry Menus & Widgets
September 18	<i>Texture</i>		Photoshop: Layers, Shapes, Text, Styles
Week 5			
September 23		10-12	DW: JavaScript Behaviors
September 25	<i>Typography</i>		CSS/XHTML: Typography
Week 6			
September 30		13-15	DW: Forms, Library Items
October 02	<i>Imagery</i>		Photoshop - Slices, GIFSs, JPGs, & PNGs
Week 7			
October 07	Content Management	16-18	CMS 101: PHP & MySQL
October 09			Introduction to SilverStripe
Week 8			
October 14			Creating A New CMS Template
October 16			1 on 1 Proposal Planning
Week 9			
October 21	Proposal DUE		
October 23	NO CLASS		FALL BREAK
Week 10			
October 28	Proposal Returned		Site Construction
October 30	OPEN LAB		Site Construction
Week 11			
November 04	OPEN LAB		Site Construction
November 06	OPEN LAB		Site Construction
Week 12			
November 11	OPEN LAB		Site Construction
November 13	ALPHA DUE		Peer Critiques to Facebook
Week 13			
November 18	OPEN LAB		Site Construction
November 20	OPEN LAB		Site Construction
Week 14			
November 24	"FRUESDAY"		WE HAVE CLASS !
Nov, 25 - 27	THANKSGIVING BREAK		NO CLASS
Week 15			
December 02	OPEN LAB		Site Construction
December 04	BETA DUE		Peer Critiques to Facebook
Week 16			
December 09	OPEN LAB		Site Construction
December 11	OPEN LAB		Site Construction
Finals Week	Noon - Friday, Dec. 18th		FINAL Site Showcase...

Final Site Proposal
(15% of Total Grade)
DUE: Wednesday, October 21st

Required:

Write a 6 to 8 page (inc. flowcharts & storyboards), typed, double-spaced paper describing the showcase web site that you plan to develop for this class. This project is to be of your own design (**no templates allowed**) and may be dedicated to any *cause, person, place, or thing* (subject to instructor approval ;-). Think of this site as a promotional tool to showcase your skills to a future employer. Please start planning what you would like to develop *WELL BEFORE* the mid-semester deadline. Great designs take time.

The following items should be included and/or discussed in your paper:

1. A statement of purpose (i.e., What is the site all about?)
2. Identify your target audience (i.e., Who will be your users?)
3. List your main objectives (i.e., What do you hope to accomplish with the site?)
4. Make a concise outline of the items your site will contain.
 - This should include a description of each sub-area that you plan on building.
 - Describe how the navigation structure of your site will work.
5. Draw a simple, full-page, *sitemap* that illustrates the sites' major areas, sub areas, and navigation structure.
6. Include a rough full-page *wireframe* of the main page and one sub area of your site.

Suggestions:

- Remember to consider these design elements as you plan your site:

(Don't worry if you are not exactly sure how you might implement a certain feature at this time.)

- Interactivity (control panels, popups, dynamic layers)
- Interface Style (page layout, icons, overall "look and feel")
- Images & Text (colors, image size, typography, backgrounds)
- Navigation (buttons, tabs, menus, "breadcrumbs", home)
- Multimedia (animation, video)

Special Effects (rollovers, transitions)

FINAL PROJECT / COURSE GRADE CRITERIA

A ... Unique Design: Excellent - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Outstanding work in all areas of the course (discussion, papers, etc.).

A- ... Creative Design: Very Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Outstanding work in most areas of the course (discussion, papers, etc.).

B+... Fine Design: Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in all areas of the course (discussion, papers, etc.).

B ... Useful Design: Clear - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in most areas of the course (discussion, papers, etc.).

B- ... Fair Design: Mixed Quality - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability.
In addition to at least... Accomplished work in one area of the course (discussion, a paper, etc.).

C+... Underdeveloped Design: Some Future Promise - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability
In addition to at least... Average work in all areas of the course (discussion, papers, etc.).

C ... OK Design: Minimally Effective - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Average work in most areas of the course (discussion, papers, etc.).

C- ... Unfinished Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, OR Usability.
In addition to... Below Average work in most areas of the course (discussion, papers, etc.).

D+ and below ... Unsatisfactory Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Below Average work in all areas of the course (discussion, papers, etc.).

HAVE A GREAT SEMESTER!
- Dr. J