

GMD 177

Web Page Design I

College of the Canyons
Spring 2018 - Section #31976
Instructor: Mark Daybell
Email: professordaybell@gmail.com
Web: www.professordaybell.com

Office: Mentry Hall 210
Office Phone: 661-362-3066
Office Hours Mon 2:00PM to 3:30PM
 Tues 10:15AM to 11:15AM

Class Time(s) & Location

Classroom: Mentry Hal 205
Lecture Mon/Wed 10:35 AM to 11:25 AM

Lab Mon/Wed 11:35 AM to 12:55 PM

Course Description

Introduces the fundamental concepts, terminology and techniques of web and interactive design using industry standard software.

Student Learning Outcomes

Lecture Design expressive and usable websites using the creative process

Lab Create websites using a variety of software

Objectives

Lecture 1. Explain web and interactive design
 2. Outline and define the principles of interactive design
 3. Outline and define concept development
 4. Explain the use of web design software
 5. Analyze assets
 6. Compare and contrast programming languages common to frontend development
 7. Explain the uses of web development software
 8. Outline the different variables involved in web hosting

Lab 1. Apply the principles of web page design to create websites
 2. Implement web design and development to create websites

Text, Subscriptions, Supplies & Materials

Memory, such as an External Hard Drive, Cloud Storage or Flash Drive

Depending on individual student needs, a subscription to Lynda.com - Note: Lynda.com is free for County of Los Angeles Public Library cardholders, details at: www.colapublib.org/learn - Nearest County of Los Angeles Public Library: www.colapublib.org/libs/stevensonranch

Student Responsibilities & Requirements

Project #1: 200 points or 20%
Project #2: 250 points or 25%
Project #3: 200 points or 20%
Project #4: 350 points or 35%

Attendance to all lectures and labs
Completion of all projects, exercises and quizzes
Constructive participation through contributing to classroom discussions, critiques and labs
In the event of an absence, it is the responsibility of the student, not the instructor, to collect any pertinent lecture notes and/or demonstration materials
Being absent from a demonstration may limit a student's access to equipment and/or lab facilities
Student work not collected by the end of the course will be discarded

Attendance Policies

Missing two consecutive class meetings may result in an instructor-originated withdrawal
Missing three class sessions over any length of time may result in an instructor-originated withdrawal

Grading Policies

Because the commercial and fine art professions are deadline driven, I do not accept late papers, late presentations or late projects without **documented extenuating circumstances**
Being sick, even with a doctor's note is not an extenuating circumstance; it is a reason not to come to class but not a reason to miss a deadline
Exercises and quizzes cannot be taken late without **documented extenuating circumstances**
Final grade challenges are strongly encouraged to be petitioned within six months of the end of the course
Individual grade questions should be addressed as soon as possible
All materials for individual or final grade challenges are the student's responsibility to collect and store
I take academic integrity seriously and COC protocol will be exercised if I suspect it has been breached
All grade, attendance or course participation inquiries shall be conducted in person or over the phone
Always remember to back-up all work, "I didn't have more than one copy and my computer deleted it," is not an extenuating circumstance

Critique Policies

Critiques are like exams; on the scheduled date, they start promptly at the beginning of class
The door will be locked 15 minutes after the critique has begun and will not be opened until the critique is complete
Not participating in either "in progress" or regular critiques may effect a student's project score
Please, no critique day pleas for leniency or due date extensions

Laboratory Policies

Laboratory days are for working on assigned projects, I expect students to show up on time, with current project files, prepared to ask questions and prepared to conduct in-progress critiques

Classroom Policies

Please do what it takes to be alert for all lectures and labs, sleeping, closed eyes or dozing off is not acceptable conduct
No use of cell phones, including text messaging even during lab or breaks
No food or drinks I can smell
No inappropriate language
No inappropriate use of facilities, especially the Internet

Student Conduct

Students, faculty and staff have the right to a campus that is free of harassment. But as an institution with higher ideals, the college and I expect more. We want a campus where people treat each other with respect, both physically and verbally. Let's be clear: any abusive or offensive behavior on campus is inappropriate, even if it's not bad enough to be "illegal" harassment. We prohibit on our campus all types of mistreatment and misconduct based on someone's race, color, sex, age, religion, disability, sexual orientation and so on. For example, students, faculty or staff may be disciplined or fired for inappropriate behavior, even if what they do doesn't violate the law. We have a higher standard. Let us all behave accordingly. For more information on student conduct, please refer to COC's Student Handbook.

Disclaimer

Throughout the course, students will be exposed to artwork from diverse points of view. Although questionably offensive artwork is always placed in an appropriate historical and artistic context, the right of individual students who choose not to be exposed to such work will be respected. If any student feels he/she would rather opt out of any or all of the slide and/or video lectures, please bring your concerns to the instructor's attention before scheduled lectures so we can discuss them and work out a solution. In any case, students are always responsible for completing the assigned projects and/or exercises.

Instructor Biography

Professor Mark Daybell earned a MFA from CSU Fullerton and BS from California Polytechnic State University, San Luis Obispo. Over his 20-year career in the arts, he has exhibited his videos, photography, installations and films at museums, galleries, film festivals and alternative art venues. As a professor, Mark guides students in the processes of finding an artistic voice and instructs them on creating a portfolio to reflect that vision.

Alterations & Addendums

The instructor reserves the right to make alterations and/or addendums to syllabus, such as: extra credit changes, course calendar changes, due date changes and project revisions. Appropriate and timely notice will always be given if and when changes occur.

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Disabled Students Program & Services

For information on DSPS services, please visit:
www.canyons.edu/offices/dsps

Management of Stress & Mental Health

Often the pressure on our students is very strong, involving academic commitments, relationships, outside jobs and family pressure to name a few. The staff and faculty of College of the Canyons are here to see you succeed academically and care about your emotional and physical health. You can learn more about the broad range of confidential student services, including counseling and mental health services available on campus by visiting the Student Health & Wellness Center in the Student Services Building (across from the bookstore), clicking on www.canyons.edu/offices/Health/Pages/default.aspx or by phone at 661-362-3259.

Administrative Deadlines

Refund	February 18
Add	February 18
Drop w/o a W	February 18
Pass/No Pass	March 9
Drop w/ a W	May 6

www.canyons.edu/Offices/admissions/Pages/Calendars.aspx

Library

Valencia Campus	
Mon-Thurs	7:30 AM to 9:00 PM
Fri	7:30 AM to 4:30 PM
Sat	10:00 AM to 2:00 PM
Sun	Closed

Canyon Country Campus	
Mon-Thurs	8:00 AM to 8:00 PM
Fri	8:00 AM to 1:00 PM
Sat-Sun	Closed

www.canyons.edu/Offices/library/Pages/default.aspx

TLC (Teaching and Learning Center)

Valencia Campus	
Mon-Thurs	8:00 AM to 8:00 PM
Fri-Sat	9:00 AM to 1:00 PM
Sun	Closed

Canyon Country Campus	
Mon-Thurs	9:00 AM to 7:00 PM
Fri-Sun	Closed

www.canyons.edu/offices/TLC/Pages/default.aspx

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February

- 05 Lecture Syllabus – Materials, Supplies and Subscriptions
Lab Introductions - professordaybell.com – @canyons.edu Email Check
- 07 Lecture Project #1: Website Analysis
Lab Student Introductions
- 12 Lecture Web Page Design: Typography
Lab Working on Project #1
- 14 Lecture Web Page Design: Color
Lab Working on Project #1
- 19 **Holiday**
- 21 Lecture Web Page Design: Layout
Lab Working on Project #1
- 26 Lecture Web Page Design: Usability
Lab Working on Project #1
- 28 Lecture Working on Project #1
Lab Working on Project #1 - **Project #1: Website Analysis Due**

March

- 05 Lecture Project #2: Design - Typography for the Web
Lab Managing Online Fonts
- 07 Lecture Photoshop: *Document Presets, Preferences, File Management, Canvas Size, Rulers, Layer Groups, Shape Layers - Shape Tools, Transform Tool, Move Tool, Hand Tool, Zoom Tool and Undo*
Lab Working on Project #2
- 12 Lecture Photoshop: *Type, Character Panel, Leading, Alignment, Grids and Guides, Color, Type Layers and Layer Styles*
Lab Working on Project #2
- 14 Lecture Photoshop: *Working with Images and Pen Tool*
Lab Working on Project #2
- 19 Lecture Style Guide – Color Codes – Copyright – Global Navigation Feedback
Lab Working on Project #2
- 21 Lecture Working on Project #2
Lab Working on Project #2 - **Project #2: Design Due**
- 26 Lecture **Project #2: Design Review**
Lab **Project #2: Design Review**
- 28 Lecture Project #3: Design II
Lab Working on Project #3

April

02		Spring Break
04		Spring Break
09	Lecture Lab	Working on Project #3 Working on Project #3
11	Lecture Lab	Working on Project #3 Working on Project #3
16	Lecture Lab	Working on Project #3 Working on Project #3 - Project #3: Design II Due
18	Lecture Lab	Project #4: Website Compression formats, GIF, JPEG and PNG - Muse: <i>Assets</i>
23	Lecture Lab	Muse: <i>Creating a new Site, Master Pages</i> Working on Project #4
25	Lecture Lab	Muse: <i>Home Page</i> Working on Project #4
30	Lecture Lab	Muse: <i>Hyperlinks, Anchor Tags</i> Working on Project #4

May

02	Lecture Lab	Muse: <i>Text Formatting, Images</i> Working on Project #4
07	Lecture Lab	Muse: <i>Multimedia, Forms</i> Working on Project #4
09	Lecture Lab	Muse: <i>Breakpoints</i> Working on Project #4
14	Lecture Lab	Muse: <i>Mobile Menu Widget</i> Working on Project #4
16	Lecture Lab	Working on Project #4 Working on Project #4
21	Lecture Lab	Muse: <i>Uploading a website</i> Working on Project #4
23	Lecture Lab	Working on Project #4 Working on Project #4 - Project #4: Website Due
28		Memorial Day
30	Lecture Lab	Collect Project #4 Collect Project #4

Associate of Arts Degree Graphic & Multimedia Design

Program Requirements

Graphic Design

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
GMD 142	Digital Illustration	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 242	Graphic Design II	3 units
ART 110	History of Art: Ancient to Medieval	3 units
ART 111	History of Art: Renaissance to Present	3 units
ART 124A	Drawing I	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units

Multimedia

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 177	Web Page Design I	3 units
GMD 277	Web Page Design II	3 units
ART 110	History of Art: Ancient to Medieval	3 units
ART 111	History of Art: Renaissance to Present	3 units
ART 124A	Drawing I	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units

Two-Year Pathway to Completion

Fall – Semester I

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
ART 124A	Drawing I	3 units
MEA 100	Mass Media Communications	3 units
ENGLISH 101	English Composition	3 units
Total		15 units

Spring – Semester II

GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units
MATH 070 or 075	Intermediate Algebra/Inter. Algebra for Statistics	5 units
Total		14 units

Fall – Semester III

GMD 142/GMD 177	Digital Illustration/Web Page Design I	3 units
GMD 173	Motion Design	3 units
ART 110	History of Art: Ancient to Medieval	3 units
HLHSCI 100	Health Education	3 units
HIST 111	United States History I	3 units
Total		15 units

Spring – Semester IV

GMD 242/GMD 277	Graphic Design II/Web Page Design II	3 units
ART 111	History of Art: Renaissance to Present	3 units
ANTHRO 101	Physical Anthropology	3 units
CINEMA 123	American Cinema: Crossing Cultures	3 units
POLISC 150	Introduction to American Government and Politics	3 units
CWEE 188	Cooperative Work Experience Education (in GMD)	1 unit
Total		16 units

The "Two-Year Pathway to Completion" is a recommended course sequence and presumes entering college ready in English and mathematics. Some suggested general education courses may be substituted for appropriate alternatives. See your counselor for details.

Certificate of Achievement Graphic & Multimedia Design

Program Requirements

Graphic Design

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 107	Multimedia for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
GMD 142	Digital Illustration	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 242	Graphic Design II	3 units
CWEE 188	Cooperative Work Experience Education	1 unit

Multimedia

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 107	Multimedia for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 177	Web Page Design I	3 units
GMD 277	Web Page Design II	3 units
CWEE 188	Cooperative Work Experience Education	1 unit

Two-Year Pathway to Completion

Fall – Semester I

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
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Total		9 units

Spring – Semester II

GMD 107	Multimedia for Web and Social Media	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
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Total		9 units

Fall – Semester III

GMD 142/GMD 177	Digital Illustration/Web Page Design I	3 units
GMD 173	Motion Design	3 units
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Total		6 units

Spring – Semester IV

GMD242/GMD 277	Graphic Design II/Web Page Design II	3 units
CWEE 188	Cooperative Work Experience (in GMD)	1 unit
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Total		4 units

The "Two-Year Pathway to Completion" is a recommended course sequence. See your counselor for details.