

GMD 277

Web Page Design II

College of the Canyons
Spring 2018 - Section #32603
Instructor: Mark Daybell
Email: professordaybell@gmail.com
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Office: Mentry Hall 210
Office Phone: 661-362-3066
Office Hours: Mon 2:00PM to 3:30PM
Tue 10:15 AM to 11:15AM

Class Time(s) & Location

Classroom: Mentry Hall 351
Lecture Mon/Wed 8:00AM to 8:50AM
Lab Mon/Wed 9:00AM to 10:20AM

Course Description

Introduces advanced concepts, terminology and techniques of web and interactive design using industry standard software such as Adobe Photoshop and Adobe Dreamweaver.

Student Learning Outcomes

Lecture Design advanced expressive and usable websites using the creative process
Lab Create advanced websites using a variety of software

Objectives

Lecture
1. Outline and define advanced principles of interactive design
2. Differentiate various aspects of a web site production cycle
3. Analyze the elements of user experience design
4. Analyze advanced applications of programming languages common to frontend development
5. Explain advanced levels of web development software
6. Analyze presentation techniques
7. Analyze site hosting
Lab
1. Apply lecture concepts to create websites using applicable software

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

Other expenses may occur on a student-by-student basis

Student Responsibilities & Requirements

Professional Portfolio Report and Presentation, 150 points or 15%
Portfolio Site: Design Comp Round 1, 75 points or 7.5%
Portfolio Site: Design Comp Round 2, 50 points or 5%
Portfolio Site, 300 points or 30%
Team Site: Site Plan, 100 points or 10%
Team Site: Design Comp, 75 points or 7.5%
Team Site, 250 points or 25%

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
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 all artwork is 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.

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.

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.

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	September 3
Add	September 3
Drop w/o a W	September 3
Pass/No Pass	September 22
Drop w/ a W	November 12

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

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| 05 | Lecture
Lab | Syllabus – Materials, Supplies and Subscriptions
Introductions - professordaybell.com - @canyons.edu Email Check |
| 07 | Lecture
Lab | Project: Professional Portfolio Report and Presentation – Designing for Brand Identity
Student Introductions |
| 12 | Lecture
Lab | Domain Names
Working on Projects |
| 14 | Lecture
Lab | Working on Projects
Working on Projects |
| 19 | Lecture
Lab | Holiday
Holiday |
| 21 | Lecture
Lab | Professional Portfolio Report Due - Professional Portfolio Presentations
Professional Portfolio Report Due - Professional Portfolio Presentations |
| 26 | Lecture
Lab | Project Portfolio Site: Design Comp (Round 1) – Outline Team Project
Working on Projects |
| 28 | Lecture
Lab | Adobe Muse
Working on Projects |

March

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| 05 | Lecture
Lab | Adobe Muse - Team Project Proposals
Working on Projects |
| 07 | Lecture
Lab | Team Project Selections - Project Team Site: Site Plan
Working on Projects |
| 12 | Lecture
Lab | Working on Projects
Working on Projects |
| 14 | Lecture
Lab | Portfolio Site: Design Comp (Round 1) - Review
Portfolio Site: Design Comp (Round 1) - Review |
| 19 | Lecture
Lab | Project Portfolio Site: Design Comp (Round 2)
Working on Projects |
| 21 | Lecture
Lab | The Strategy Plane: Interviews and Personas
Working on Projects |
| 26 | Lecture
Lab | The Scope Plane: Scope and Content Requirements
Working on Projects |
| 28 | Lecture
Lab | The Structure Plane: Architecture Diagram
Working on Projects |

April

- 02 **Spring Break**
- 04 **Spring Break**
- 09 Lecture The Skeleton Plane: Annotated Wireframe
Lab Working on Projects
- 11 Lecture **Portfolio Site: Design Comp (Round 2) - Review**
Lab **Portfolio Site: Design Comp (Round 2) - Review**
- 16 Lecture Project Portfolio Site
Lab Working on Projects
- 18 Lecture **Team Site: Site Plan Presentations - Review**
Lab **Team Site: Site Plan Presentations - Review** – The Surface Plane: Design Comp - Project Team Site: Design Comp
- 23 Lecture Working on Projects
Lab Working on Projects
- 25 Lecture FTP Uploading and Hosts
Lab Working on Projects
- 30 Lecture **Team Site: Design Comp - Review**
Lab **Team Site: Design Comp - Review** – Project Team Site

May

- 02 Lecture Working on Projects
Lab Working on Projects
- 07 Lecture **Portfolio Site: In Progress Review**
Lab Working on Projects
- 09 Lecture Working on Projects
Lab Working on Projects
- 14 Lecture **Team Site: In Progress Review**
Lab Working on Projects
- 16 Lecture Working on Projects
Lab Working on Projects
- 21 Lecture Working on Projects
Lab Working on Projects
- 23 Lecture **Portfolio Site - Review**
Lab **Portfolio Site - Review**
- 28 **Memorial Day**
- 30 Lecture **Team Site - Review**
Lab **Team Site - Review**

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.