

# Web Design 1 Syllabus

ART 225 IJ    Spring 2018  
Friday 12:00 - 3:45pm

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Office location: OH33  
Office hours: Friday 10am-12noon  
Office hour policy: First come, first served  
or by appointment

## Catalog Description:

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Students master the key design strategies of the best professional web designs and design and build fully functional web pages and web sites using Adobe Dreamweaver.

Course covers both design concepts and practical, technical abilities, including psychology of perception, color theory and human vision, typography, interface design, technology and new trends in this fastest-moving of all media.

Class projects include surfing the web, finding great examples of both good and bad web pages, and learning what works—and what doesn't work—in the real world.

2 lecture hours, 2 lab hours, 3 credits. No prerequisite.

## Relationship to Programs:

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This course may be applicable to several programs. Consult your advisor and refer to the SUNY Orange catalog which contains additional information relating to this course and to your program to ensure that this course is applicable to your chosen program of study.

## Student Learning Outcomes:

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A student who successfully completes this course can :

- **Understand** the key elements of good design and bad design
- **Recognize** the different design strategies for web sites designed to make money, mold public opinion and manipulate information
- **Utilize** color, graphics and text effectively to create design solutions for different types of web sites and to achieve different goals
- **Create** effective navigation and information architecture
- **Build** fully-functional web sites of their own design
- **Publish** their own pages on the web and build a professional portfolio

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## Chronology of Study:

Class	Date	Course material
<i>Note: This chronology is a proposed model. It may be necessary to deviate from it to achieve course objectives.</i>		
1	1/19	Web design vocabulary and concepts
2	1/26	Website structure and organization
3	22	Creating links, using templates
4	2/9	Using graphics effectively
5	2/16	Designing with CSS, writing code for design
<b>2/16: Project 1 due: Your online notebook</b>		
6	2/23	Creating an effective "first impression" to visually define your catalog
7	3/2	Effective rollover navigation
8	3/9	Visual organization, creating and designing to a grid
9	3/16	Effective typography for online sales
<b>3/19-3/23 Spring Break</b>		
10	3/30	Interactivity, communication, fun and surprise
<b>3/30: Project 2 due: Your online Catalog</b>		
11	4/6	Least effective difference, color and contrast
12	4/13	Designing with external style sheets
13	4/20	Organizing and optimizing visual samples
14	4/27	Optimizing your portfolio
<b>4/27 Project 3 due: Your online portfolio</b>		
15	5/3-5/8	<b>Final exams</b> (Web design Final Exam date TBA)

## Assignments:

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## Project 1: Your notebook as a web site.

Students design and create their own notebooks – as an interactive, 8-page site built in HTML.

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## Project 2: Your catalog web site.

Develop a market identity, logo and build a market niche catalog website featuring your favorite stuff.

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## Project 3: Your online portfolio.

Painter, photographer, sculptor, multi-media artist, game designer, architect or plastic surgeon – today, you need a beautiful and stunning online portfolio to survive and prosper.

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## Grading System:

Project #1	25% of grade	Project #2	25% of grade
Project #3	25% of grade	Final Exam	25% of grade

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## Late projects:

**Project grades are reduced by 10 pts for every 24 hours late;** an "A" project becomes a "B" if it's delivered a day late, and a "C" if it's 2 days late.

Hot tip: Submit projects on time, even if you haven't finished the project.

Projects can be upgraded, if you've turned in something on time, to meet the deadline.

For example: Notebooks are 12 pages, due on 2/16. You've only completed 4 pages. You submit your 4-page notebook right on time. You've met the deadline and earned a "C."

Then, you complete the rest of the notebook, all 12 pages, and submit it at the next class. You'll upgrade your "C" to an "A.", because you met the deadline with a partial project and upgraded it with a completed project..

**Projects can be submitted by email up until 11:59pm on the day they are due.**

Can't make it to class? Launch your web site on your home computer. Take screenshots of each page. Email the screen shots. You can earn an "A" even with a broken car that won't start.

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## Grading Scale:

A 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82		
C+ 77-79	C 73-76	C- 70-72	D+ 67-69	D 63-66	D- 60-62	F -59 or less

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## Instructional materials:

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**Hardware: 2 USB Flash Drives, at least 4G each:** for storing and transporting your work.

Back up USB drive after every class, onto your HD and 2nd USB drive.

Recommended but NOT required: Adobe sells student subscriptions to creative cloud, so you can work with Dreamweaver and photoshop at home, on your own computer.

Recommended but NOT required (and CHEAP!): **Dreamweaver CC: Visual QuickStart Guide**, by om egrino & Dori Smith, \$26.17 on Amazon.

## Attendance Policy:

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One unexcused absence has no effect on grades.

**A student's semester grade will be reduced by five points for each additional unexcused absence.** Absences may be excused by:

- illness, with dated doctor's letter or Hospital Emergency Room forms;
- car trouble with dated mechanic's receipt, or for
- religious reasons by prior notification of the instructor.

## Withdrawal Policy:

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Withdrawal may affect financial aid or health insurance coverage.

The last day for Withdrawal is Monday April 16.

No withdrawals can be made after April 16.

## Academic Support:

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A first step is to meet with your instructor to discuss your progress in the course and options for academic support. Some examples of academic support include: course Angel shells, online resources recommended by the instructor/department, working with the instructor or in labs, study groups, scheduled tutoring sessions, etc. Here is a link to the SUNY Orange Academic Support website:

<http://www.sunyorange.edu/las/index.shtml>

Tutoring may be available through the Tutorial Center in the Learning Resources Center. (Referral form and fee required). Assistance with writing and research skills can be obtained in the Writing Center and the L.R.C. Open computer labs are available on campus including the Learning Resource Center and the Student Advising Center in the College Commons. Consult College Catalog for additional support services.

Scheduled tutoring sessions are available in our Tutorial/Learning Centers : Middletown: Tutorial Center, 2 Floor, Library and in Newburgh: Learning Center, 2nd Floor, Kaplan Hall.

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## Religious Observance:

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Students may be absent due to religious observance without penalty. You should inform me, prior to your absence, when you anticipate an absence for religious observance so that we can make arrangements for make-up examinations or other work.

## Americans With Disabilities Act (ADA)

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SUNY Orange is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance in this course and require accommodations, you must first register with the Office of Accessibility Services.

Accessibility Services is responsible for coordinating classroom accommodations and other services for students with disabilities. Please note that classroom accommodations cannot be provided prior to your instructor's receipt of an Accommodations Notice, signed by the Office of Accessibility Services. You can reach the Office of Accessibility Services at the Middletown Campus at (845) 341-4077 and at the Newburgh Campus at (845) 341-9034 or by email at [accessibilityservices@sunyorange.edu](mailto:accessibilityservices@sunyorange.edu).

## Cell Phone Usage Policy

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**Use of cellular phones for photographing smartboard or taking notes is encouraged. Use of mobile devices for working on web design is encouraged.**

Other use of any other electronic communication device during class or exam sessions is prohibited, unless expressly permitted by the instructor.

## Academic Dishonesty:

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Academic dishonesty will not be tolerated. Per academic policies and the College's Code of Student Conduct, academic dishonesty includes but is not limited to:

- (a) cheating, including cybercheating;
- (b) fabrication;
- (c) facilitating academic dishonesty;
- (d) plagiarism, including Internet plagiarism;
- (e) forgery;
- (f) bribery; or
- (g) multiple submission (submitting the same assignment to more than one instructor without the permission of the instructors).

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In this course, the first offense will result in your semester grade being reduced by 15 points.

2nd offense will result in a 30-point reduction of your semester grade. You'll receive an F.

In addition, any instance of academic dishonesty may result in the referral to the Vice President for Student Services for appropriate disciplinary action pursuant to the College's Code of Student Conduct.

### Academic Policies & Procedures:

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Students who have concerns about their academic performance in a course should consult with their instructor, according to Academic Policies & Procedures which can be found in the Student Handbook: [http:// www.sunyorange.edu/studentactivities/publications.shtml](http://www.sunyorange.edu/studentactivities/publications.shtml).

### Help Desk Information:

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If you need help using Angel, then you may contact SUNY Learning Network at (800) 875-6269 or by email at [helpdesk@suny.sln.edu](mailto:helpdesk@suny.sln.edu). For problems logging on to Angel, you may also contact the SUNY Orange help desk at [helpdesk@sunyorange.edu](mailto:helpdesk@sunyorange.edu) or by phone: (845) 341-4749 or (845) 341-4735.

**Faculty retain the right to make changes to syllabi.** In the event that changes are needed, they will be announced by the instructor.