TECH 368 Web Design

Instructor: Dr. James Braukmann, CEB **Room 335, Phone 2437**. **jbraukmann@ewu.edu**. Office hours posted on the office door with a sign-up sheet for help. Other times available by appointment.

Course Outline: This course covers professional methods for conceptualizing, designing and producing information for the Internet. Students design and produce web pages incorporating text, image and audio.

Credit Hours: 4   Lecture & demonstrations & practice 4 hours/week
                        Most homework assignments require use of computers with Internet access.
Prerequisites: TECH 216 or Permission of Instructor, and Computer Literacy
Texts: *CSS the Missing Manual, by McFarland*
Needed: Recent versions of Safari and Firefox,
                        a simple text editor such as Notepad (Win),or TextEdit (Mac OSX)
                  Software, including Dreamweaver and Photoshop will be available in CEB 131,
                        CEB134, the open access student lab CEB 129, and in other EWU labs.
                  Your EWU NetStorage account
Course Website: ***www.drbraukmann.com***
                  for assignments, announcements, copies of presentations, etc.

Grading: Approximately 50% laboratory/homework assignments, 50% tests. (Weekly quizzes & final) Quizzes will often be timed and may require the use of Dreamweaver. Final grades will be based on the percentage of points accumulated approximately as follows:

     4.0 = 98%   3.5 = 92%   3.0 = 86%   2.5 = 81%   2.0 = 75%   1.5 = 70%   1.0 = 64%

Criteria: Complete and correct with assigned details, accuracy, attention to detail, professional appear-ance. Code must meet current standards. For written assignments, thoughtful analysis is more important than length of the report. Analysis and planning is important and will be given considerable weight in scoring design projects.

Policies: • Think of this as a production course, with your instructor as your client. As in business, *late assignments will not be given full credit*. However, if they are turned in within one week, along with the original instructor's evaluation slip, they can receive 80% credit. If you foresee missing a due date, *please* contact the instructor *before* that date for other possible arrangements.
 • It is expected that all work handed in will be of *professional presentation quality: neat, legible, and with correct grammar and spelling, and with respectful content*. It is expected you may work an average of eight hours outside of class each week. Some projects may take additional time. • University policies apply.

Planned Weekly Topics:

Week 1: Web publishing overview, protocols, URLs. HTML and XHTML review, FTP.
Week 2: XHTML review part 2, Search engine optimization, Introduction to CSS, Code validation.
Week 3: CSS selector basics, pseudo-classes, child, adjacent, attribute selectors, class, ID, descendent, Accessibility
Week 4: Formatting text with CSS, inheritance, ancestors, how conflicts resolve, point system, @import, troubleshooting, Hexadecimal Color, Basic color scheme generation, Visual design guidelines for legibility, readability.
Week 5: The Box Model for layout, adding graphics, Graphic files: Formats and optimization, Editing and sizing with PS, Transparent backgrounds. Hexadecimal color schemes. Developing color schemes from images.
Week 6: Link states and styles, making buttons with PS. Sliced Web Pages with CS5. Project planning: Discovery, Wire Frame, Web site structure flow charts, Working with a client.
Week 7: Formatting tables, forms, padding, alignment, borders, styling columns with IDs. Float-based layouts. Final project introduced.
Week 8: CSS positioning, Javascript-based rollovers, Flash buttons with DW, Rollovers with PS and DW,
Week 9: Print stylesheets, Optimizing for Page Ranking, Introduction to XML, project planning.
Week 10: Project presentations. Good practices, comments. Review for final exam.