

# The Art Institute of Pittsburgh

## Course Syllabus

### Course Information

**Course Title:** Web Site Development  
**Course Code:** IMD233  
**Course Prerequisite:** FND132  
**Course Length:** 10 Weeks  
**Contact Hours:** 44 Hours  
**Credit Value:** 3.0 Credits  
**Quarter/Year:** Summer 2008  
**Section:** A  
**Meeting Time/Day:** Thursday, 6:00 – 9:55 PM  
**Room:** AIP Room 715

### Instructor Contact Information

**Name:** William J. Moner  
**Office:** AIP Main Building, Room 636  
**Office Hours:** Wednesday, 10 AM - 12 PM  
**Phone:** (412) 291-6200 x7135  
**Email:** [wjmoner@aii.edu](mailto:wjmoner@aii.edu)  
**Web Site:** <http://aip.williamjmoner.com>

### Course Description:

Corporations and other organizations utilize Web sites to disseminate information about products, services, and events or to provide point-of-purchase sales. This course will cover how to plan and design a Web site in this course. The Web site will be designed and developed to sell a product or service, build a brand image, sell goods and/or provide information to a consumer.

### Course Competencies:

- Upon successful completion of this course, the student should be able to:
1. Demonstrates the basic principles and process of web site planning.
  2. Demonstrates an understanding of how planning and information directs design decisions.
  3. Demonstrates a competency in the selection and application of technology for web site development.
  4. Demonstrates the ability to plan and produce a complete web site.

### Students with Disabilities:

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1<sup>st</sup> floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

### **Attendance Policy:**

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

### **Student Conduct Policy:**

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

### **Grading Scale:**

A	100 to 92
A-	91.9 to 90
B+	89.9 to 88
B	87.9 to 82
B-	81.9 to 80
C+	79.9 to 78
C	77.9 to 72
C-	71.9 to 70
D+	69.9 to 67
D	66.9 to 60
F	59.9 and below.

### **Method of Assessment:**

Attendance	10%
Web Site Project	40%
Assignments	30%
Web Site Documentation	20%

### **Textbook (Required):**

#### **Mastering CSS with Dreamweaver CS3**

Stephanie Sullivan and Greg Rewis  
New Riders, 2008  
ISBN-10: 0321508971  
ISBN-13: 978-0321508973

#### **Adobe Dreamweaver CS3 Online Help**

### **Materials and Supplies:**

Computer lab & Internet access  
Portable storage media (keychain memory device, portable hard drive, CD-RW, DVD-RW, or similar)  
Pencil/pen  
Notebook/sketch pad/folder/binder

## **Classroom Policies**

### **Attendance and Participation**

The AIP attendance policy (5 hours missed = probation; 10 hours missed = suspension) will be strictly enforced. Exceptions to this policy are granted at the discretion of the instructor and require written documentation.

If you know you will be absent, email me at [wjmoner@aii.edu](mailto:wjmoner@aii.edu) and check my web site, <http://www.williamjmoner.com>, for course notes and assignments.

Regardless of the reason for your absence, you are responsible for obtaining lecture notes and submitting your course work on-time.

### **Food and Drink**

AIP policy states that food and drink are not permitted in the computer labs. Please do not bring food into the labs, and drinks should have a secure lid to prevent spillage.

### **Late Work Policy**

All assignments are due at the beginning of the class period unless otherwise specified. An assignment is **late** if it is not submitted during the designated collection time.

If your project or assignment is late, it will be penalized as follows:

**Individual projects:** Late work submitted on the calendar date of the assignment is worth 90% of the possible grade. If your assignment is submitted after 11:59 PM on the assignment due date, maximum credit drops to 75% of the possible grade. Late work can be submitted at 75% credit until the beginning of the next class period.

Late work will not be accepted for credit after one week.

**Group projects and final projects:** Late work will **not** be accepted for credit under any circumstance.

You may email me late assignments (digital files only) or make arrangements to deliver the assignments to me (print/CD/other media).

### **Plagiarism**

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

### **Quizzes and Exams**

Any communication, verbal or non-verbal, during a quiz or exam will result in a 0% on the quiz or exam for **both** parties. Any instance of cheating is subject to further disciplinary action and may result in failure for the course.

### **Tutoring and Resources**

The Art Institute of Pittsburgh Library contains numerous resources dedicated to student success. If you require peer tutoring at any point throughout the term, the library (located on the 3<sup>rd</sup> Floor) will be able to assist you. More details about the AIP library can be located at <http://www.aiplib.aiiresources.com/>

### **Use of Technology**

Use of any and all technology in this classroom is reserved for class-related use only.

- Mobile phones must be placed in silent or vibrate mode during class. If you need to place/receive a phone call, kindly excuse yourself from the room prior to conducting the call.
- Use of portable audio, video, or gaming devices during class is prohibited.
- Working on other projects, listening to music, web surfing, email, Instant Messaging, gaming, or any other use of classroom technology not related to the coursework is prohibited.
- All students are expected to conduct themselves in a professional manner. Please be respectful of the computer equipment, your classmates, your instructor, the physical facilities, and other technology within the classroom.
- If your work requires audio, please use headphones and maintain a low volume that does not disturb other students.

## IMD233 Weekly Course Outline

Wk.	Topic	In-Class Text Assignment (Review Prior to Class)	Homework Due
1	Course Introduction & Expectations The Web Site Deconstructed	-	-
2	HTML and CSS Concepts Reviewed Site Management Principles Information Design Recap	Chapter 1	Three web site concepts due
3	Introduction to Dreamweaver Generate and acquire assets for your site	Chapter 2	Select topic; Site plan due
4	Dreamweaver Applications	Chapter 3	Assets acquired and organized in folders by type
5	<b>Site Revision 1 Due</b> <b>Client Review</b> Dreamweaver Applications	Chapter 4	<b>Site Revision 1 (home page and navigation)</b>
6	Dreamweaver Applications	Chapter 5	In-class assignment from previous week
7	<b>Site Revision 2 Due</b> <b>Client Review</b> Dreamweaver Applications	Chapter 6	<b>Site Revision 2 (full site framework)</b>
8	Dreamweaver Extras		In-class assignment from previous week
9	<b>Site Revision 3 Due</b>		<b>Site Revision 3</b>
10	<b>Final Project Presentation</b>		

\* Assigned reading subject to change

## Grading Rubric - General

Assessment of Grade					
	A	B	C	D	F
<b>Software Usage</b>	Strong understanding of software applications with superb usage of tools	Good understanding of software with appropriate usage of tools	Fair understanding of software; usage and skill needs improvement	Poor usage of software and tools	No usage of software appropriate to coursework
<b>Concept Development</b>	Strong concept development with creative interpretation of assignment	Good development of concept with appropriate execution of assignment	Fair development of concept; concept lacks effectiveness	Poor concept development	Lack of concept
<b>Design Composition</b>	Strong composition skills with attention to detail	Good composition skills with consistent results	Fair composition; needs improvement	Poor composition skills	Lack of attention to composition and design
<b>Technique</b>	Strong usage of materials and media	Good usage of materials and media	Limited usage of materials and media	Poor usage of materials and media	No demonstrated usage of materials and media
<b>Applied Design Principles</b>	Superb usage of principles and theories with creative interpretation	Demonstrates good usage of design principles and theories	Fair usage of design principles and theories; needs improvement	Poor understanding of design principles and theories	No demonstrated application of design theories and principles
<b>Presentation</b>	Strong, professional presentation of materials and designs	Competent presentation of materials	Limited presentation skill; room for improvement	Poor, ineffective presentation skill	Presentation incomplete or lack of presentation
<b>Functionality/ Effectiveness</b>	Exceptional execution with strong technical and/or creative detail	Good execution with competent technical and/or creative detail	Inconsistent functionality; limited effectiveness	Poor functionality; poor effectiveness	Ineffective and/or non-functional
<b>Accuracy/ Specifications</b>	Precisely follows criteria	Mostly follows criteria	Somewhat follows criteria	Poorly follows criteria with disregard to specifications	Does not follow specifications; inaccurate
<b>Spelling/ Grammar</b>	Perfect spelling and grammar	Minor spelling or grammatical errors	Many spelling and grammatical errors	Prevalent spelling and grammatical errors	Major spelling and grammar problems that impede communication
<b>Timeliness</b>	On time	Late (within calendar day)	n/a	n/a	Late work after current calendar date (50% of grade)
<b>Class Participation</b>	Active participation and attentiveness	Attentiveness and frequent participation	Attentiveness and occasional participation	Lack of participation; distracted, inattentive	Absent, asleep, or otherwise non-participatory