

GRC 275

WEB DESIGN AND PUBLISHING II

Section 3001 Online With Physical/Zoom Meetings as Needed

Fall 2023 08/21/23–12/9/23; Wednesday 6:00-9:00 Zoom invites

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Course Description

3 Credits. Prerequisites: GRC 175 and CIT 151, or approval of instructor.

Advanced Web page design using industry-standard applications. Topics include planning and design, programming, interactivity, behaviors, animation, page weighting, meta tags, databases, Web hosting and site management. This course may not transfer to a baccalaureate degree of art or science within the universities in the Nevada System of Higher Education (NSHE).

[Go to last page to see your required first week discussion post, due dates and meeting times.](#)

Educational Objectives

Upon successful course completion you will:

- Have an increased understanding of the common elements of any web design project, from planning and managing a project to testing and post-launch.
- Understand usability and accessibility standards, and be able to use them effectively.
- Be able to demonstrate advanced software features by applying various techniques to solve design and navigation problems.
- Be a practicing web designer: able to work with clients, web hosts, improve web sites through use of statistical reports, and understand the importance of search engine ranking to clients.
- Have techniques for increasing and maintaining creativity and the creative process.
- Have advanced skills required for employment in the industry.

Textbooks

Required: [Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability, 3rd Edition](#), Steve Krug, New Riders Press, 2014.

Recommended: Any of The Smashing Books published by Smashing Magazine. As of the writing of this syllabus, they are up to #5. The latest book has some really good perspectives on responsive design

[Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems](#), Steve Krug, New Riders Press, 2009

[Design for Real Life](#), Eric A. Meyer and Sara Wachter-Boettcher, A Book Apart 2016.

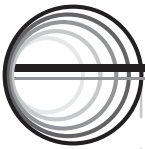
[Design for Emotion](#), Aaron Walter, A Book Apart 2011.

[On Web Typography](#), Jason Santa Maria, A Book Apart 2014.

[HTML5 for Web Designers](#), Jeremy Keith, A Book Apart 2010.

[CSS3 for Web Designers](#), Dan Cederholm, A Book Apart 2010.

[Responsive Web Design](#), Ethan Marcotte, A Book Apart 2011.



Supplies

Portable media for saving your work if you are going to use the provided open labs.

Grading

Three projects will be assigned and all must be turned in to be eligible to pass the course. Project 1 is worth 125 points, Project 2, 150 points, Project 3, 125 points. Total points possible for the class is 400. Final grade totals are:

A = 388-400	B = 352-363	C = 316-327	D = 280-291
A- = 376-387	B- = 340-351	C- = 304-315	D- = 268-279
B+ = 364-375	C+ = 328-339	D+ = 292-303	F = 267 or less

A student may request a W grade at any time by going online to MyTMCC or going in person to Admissions & Records (RDMT 319C). The cut-off date for requesting a W for the Fall semester is Thursday, Oct. 26, 2023 at 5:00 pm. After the cut-off date a student may only receive an A–F grade. The instructor cannot give you a W grade.

Due to the competencies and skill levels required for graphic communications classes, a D+, D, D- or F grade will not be accepted as completion for a prerequisite of a higher level GRC class.

Projects

Your preliminary roughs/wireframes must be posted to the class forum and ready for critique at the beginning of class on the project's preliminary critique due date. Final projects must be uploaded to the class website, posted to the class forum, and ready for critique by 11:59 pm on the project's final due date. A late project will have 10% of it's overall points deducted and an additional 5% deduction for each class session after final critique that the project is handed in. All late work must be turned in by 11:59pm on Friday, December 8, 2023. All projects assigned must be completed to receive a passing grade in the class. Projects will be graded based on the following criteria:

- Preliminary work = 20%
- Design and creativity = 35%
- Technical use of software = 30%
- Presentations and participation = 15%

Critiques

In order to maximize instructional contact hours and student learning, project critiquing will take place entirely online in the GRC 275 class forum. Project websites will be posted online by the beginning of class on their due date, both for preliminary and final critiques. Critiques and final presentations are where a lot of the learning in Graphic Arts & Media Technologies happens. And it's not just the responses to your own preliminary work posted on the forum, it's observing how other students in the class solved the projects and the feedback they received from the instructor. Students will have one week following the assignment due dates to post critiques. Every student is required to post feedback for every other student and must post at least one comment on how another student's project is successful and one comment on how it could be improved. All in-class critique rules apply. Keep your comments respectful, both in class and online, as your instructor has no patience or desire to police flame wars. When presenting your work online, introduce yourself, describe what you are presenting and define how it solves the project. Please make sure that your posted work is of high quality, and able to be critiqued. You are required to use a graphics software to create preliminary work. This will give your instructor and your fellow students a greater ability to see your intended color scheme, layout, and typography and allow us to provide proper feedback. Since students have one full calendar week to leave feedback on their fellow students' projects, there is no excuse for missing critique. If you miss a critique, you will not only miss getting feedback on your work, but you will also deprive your fellow students of your advice and encouragement, and lower your grade.



Please note that the critiquing process is available to you outside of traditional critique times. Whenever you desire feedback or would like to explore a design/layout/functionality direction with the instructor and the class, please post your work in the relevant subforum and inform the instructor so they may summon the class to give their thoughts and opinions. The instructor is, as always, available to critique your work and provide feedback via email, Canvas post, or forum post as you need. The rest of the class is available via the class forum.

Audits/Withdrawals/Incompletes

Students may change from a letter grade to an Audit (AD) prior to the cut-off date of Thursday, October 26, 2023 at 5:00 pm. Students receive no passing grade or credit but can remain in the class.

The last day to receive a full refund is Sunday, August 27, 2023. The last day to receive a 50% refund is Sunday, September 10, 2023.

Students may withdraw (W) themselves from classes prior to the cut-off date of Thursday, October 26, 2023 at 5:00 pm. Students receive no passing grade or credit.

The last day to request a W is Thursday, October 26, 2023 at 5:00 pm. It is the student's responsibility to request a W grade. The instructor cannot withdraw a student from a class. And after Thursday, October 26, 2023 the student cannot request a W grade.

After the deadline, a student will only receive an A-F letter grade.

If you are considering withdrawing from the class please talk to your instructor before you do. We want you to succeed in this class and may be able to work with you to accomplish this. If you intend to retake the class, consider an Audit instead of withdrawing from the class.

A temporary grade of Incomplete (I) may be granted if the student is performing passing work, and there are extenuating circumstances (beyond the student's control) that prevent the student from completing the course work. This allows you one semester to complete the remaining work. Incomplete grades will not be issued unless the reason is very compelling.

Attendance/Lectures

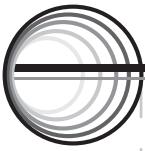
Since this class is a hybrid of online lectures and independent study, attendance will not be taken. Each lecture is effectively a workshop/open lab where your instructor has weekly presentations of techniques, skills, and tips that will help you grow as designers and developers. There will also be extensive Q&A opportunities as well as student chosen lectures from time to time. Attendance of these workshop lectures is purely optional. You will have the recordings to work at your schedule.

Lectures were recorded at the time of their creation and made available to students who cannot attend via the Canvas course home page. Instruction and shared screens have been recorded in both video and audio. Students will be recorded in audio only. If any students wish to record the class, they must ask permission from the instructor and inform all students in the class.

Computers

All GA&MT lab computers require the student's TMCC user name and password to access. Please be sure to have this information ready (or updated) by the beginning of the second class of the semester so required work can be completed.

Even with the latest operating systems, cross-platform issues and problems still exist. If you will be using a Windows-based computer make sure that computer has at least Windows 10 and the current Photoshop and Dreamweaver software versions for Windows to help minimize potential conflicts.



If you own an Apple computer, it should be set up similar to the computers in the classroom with Mac OS X (11.5) and the current Photoshop and Dreamweaver software versions for the Mac. During the Fall 2023 semester we will be using Photoshop CC 2021 and Dreamweaver CC 2021, or updated versions, either version can work. All of these applications are available at substantial discounts for students via a student Adobe Creative Cloud subscription.

Fonts can create problems when moving files from one computer to another. The GRC computers are loaded with over 500 Adobe OpenType fonts, as well as Mac OS X system fonts. The best way to have your computer fonts match the fonts in the GA&MT labs is to purchase the 500 font "Adobe Font Folio Education Essentials" package available online through Adobe or synch the fonts through Adobe Typekit if you have a Creative Cloud subscription. Students can also use their own fonts, but these must be stored and transported on the student's drive, there will be a demonstration on how to load and use your fonts on the GA&MT lab computers.

The GA&MT program strongly recommends the use of an external hard drive for all computer-based GA&MT classes. Good 250+ GB drives are available for less than \$35. In addition to a portable hard drive or USB flash drive, students can also use cloud based storage such as Dropbox or Google Docs to conveniently move files around.

USB-based Flash drives are great for transporting files only, never work directly off of a flash drive, always copy files from a flash drive to the computer's hard drive to work on those files. At the end of class or open lab, students need to remember to copy their revised files back on the flash drive so they have the latest updates of their work.

Students must also shut down computers when the class is finished for the day. For the Fall 2023 semester, all computers are equipped with Deep Freeze reboot restoration software. That means that any files saved to your computer and not copied to your portable media drive WILL BE ERASED when your computer is shut down. Please make sure all your files are on your media drive before shutting down the computer.

Class Websites

<http://www.grc275.com>

This site makes class materials, along with additional references and resources, available to students at all times. Please use the class web site first if you are missing information.

<http://www.grc-resources.com>

This website is a collection of resources from instructor Michael Ganschow-Green, who has accumulated over the course of his professional and teaching careers. Check this space regularly as he will update it frequently with things he finds helpful, educational or just plain cool.

Evaluations

When Instructor Course Evaluations become available, you will receive an invitation in your TMCC email with a link to complete the evaluation. You can also complete the evaluations through your Canvas course. Please be sure you keep your contact information in MyTMCC up to date so that we can contact you. Your response is kept confidential. Your responses are used to improve teaching methods and to improve all TMCC course offerings. Please provide honest, concise, and use constructive comments.



Academic Dishonesty

Academic dishonesty, including cheating and plagiarism, is prohibited. The Board of Regents has established rules of conduct and disciplinary procedures for all students in the NSHE system, see Title 2, Chapter 10 of the NSHE Code. Please also refer to TMCC Academic Dishonesty Regulations, TMCC Catalog.

ADA Statement

Truckee Meadows Community College is committed to compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act which state: "No otherwise qualified, handicapped individual in the United States shall solely, by reason of his or her handicap, be excluded from the participation in, be denied the benefit of, or be subjected to discrimination under any program or activity receiving federal financial assistance." Students who feel they may need an accommodation based on the impact of a disability are encouraged to meet privately with their instructors to discuss their specific needs and must contact the Disability Resource Center (DRC) to establish documentation of a disability and to coordinate reasonable accommodations. You can contact the Disability Resource Center in three ways; by visiting their offices in RDMT 122, calling them at 775-673-7277, or visiting their website at www.tmcc.edu/drc or <https://www.tmcc.edu/disability-resource-center/contact>

Academic Assistance

College-level courses can be demanding, so academic assistance is offered when possible. The GA&MT program has open computer labs with lab assistants that can assist students who are having difficulty with required computer software and hardware. Open computer lab dates and times are posted by the beginning of the second week of the semester. The department does not offer individual tutoring.

"There is a general access computer lab located in the Elizabeth Sturm Library/Learning Commons in the Sierra Building. This general access computer lab has four Mac computers with the same graphics software and fonts as the GA&MT lab computers, the Windows-based computers in the general access computer lab do not have the required graphics software. These computers do have Microsoft Office business software and Internet access. General access lab dates and times are posted both outside the general access computer lab and online at www.tmcc.edu/information-technology/students/computer-lab-hours

TMCC offers a variety of academic assistance programs. The Tutoring and Learning Center (TLC) is open in the TMCC Library. TLC gives tips on how to write essays, reports and research papers. Call 775-674-7517 or visit <http://www.tmcc.edu/tutoring> to make an appointment or get a schedule.

COVID-19 Policy

Regardless of your personal vaccination status, if you are sick and/or if you test positive for COVID-19, stay home and contact your instructor by Canvas/email. Do not put others at risk by coming to TMCC when you are sick. Absent students should arrange a make-up plan or virtual work plan for coursework missed due to COVID-19.



Appropriate Use of AI

Using online artificial intelligence (AI) tools such as ChatGPT to produce and submit work that is not your own is a violation of TMCC's Regulations on Academic Dishonesty. These regulations state that the unauthorized use of technology, software, or internet resources is a form of cheating. AI may be useful for developing ideas or receiving feedback, but talk to your instructor about using AI appropriately. Students who use AI to generate or submit work that is not their own risk sanction for violating TMCC's academic standards.

Food Insecurity Statement

Any student who is having difficulty obtaining food or other necessities is urged to visit TMCC's Wizard's Warehouse to receive free food and personal items. Students can also call or visit TMCC's Counseling Center.

Gateway Course Policy

The NSHE Corequisite and College-Ready Gateway Policy requires all students to be enrolled in college-level gateway English and Math courses in their first year of enrollment, with or without corequisite support. Contact Academic Advisement for more information.

HSI Statement

TMCC is a federally recognized Hispanic-Serving Institution (HSI) that recognizes Latinx cultures in our diverse community.

Late-Add Students

Please be advised that if you joined this class after the start date you should speak to your instructor about missed work. Making up missed assignments may not be a possibility, depending on the course policies, so you may miss points and this may affect your final grade.

Statement on Audio and Video Recording

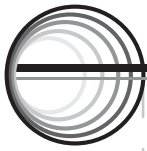
Covert or unauthorized audio recording of class is prohibited by law and by Board of Regents policy. If a student receives a formal accommodation from the Disability Resource Center to record their class, they must also obtain the permission of the instructor. Video recordings may NOT be posted on any website or social media channel (e.g., YouTube); any recordings are only for personal use.

Email and Discussion Guidelines

Be professional and courteous by exhibiting the same respect in an online class as you would in a face-to-face class. A few key points: Treat others with respect at all times. Always address the person to whom you are writing. Include your name and the course/section in which you are enrolled.

Think about the content of your message before you send it. Come across as respectful, friendly, and approachable

If responding to a post, include the relevant parts of that post. Divide longer messages into shorter paragraphs. Don't reply to emails or discussions when angry. Don't type in CAPS. Don't overuse punctuation like exclamation marks, as these are for emphasis.



COURSE CALENDAR FALL 2023

If for any unforeseen reason we are unable to meet, course material will be held during the next class.

Even though the class is asynchronous, meaning you do not have to watch and do the presentations on the exact day of Wednesday, since all the presentations will be available to watch any time during the week, **I am asking everyone does their very best to show up at least 6:00-6:30 p.m. MINIMALLY on the very first Wednesday. unless you have an emergency, the entire 3 hours of first class covers important items.** There are a few revisions needed on the videos, so next to video links, on the day before the class, I will list those corrections. Each Wednesday thereafter, I will be on live zoom 6:00-6:30 and will stay as long as you like up to 9:00 if needed. Additionally, you can email me for one on one help, just give me two of your best available times if you want to meet on Zoom or on a phone call. Please alert me if you end up going far ahead of the rest of us just in case I still to make changes to future assignments, I can let you know corrections before you do future not yet due work.

Wednesday 08/23	Required/Mandatory first week Communication assignment: All students Communicate either by posting on Canvas Discussion board, or emailing instructor your response to this: which of the assignment below seems it will be the most interesting or seems it will be the most complicated; or be an overachiever and give your opinion on both. Also this first class, we will Assign Projects. Introduction, Orientation, Web Design Creative Process Review, Dreamweaver Review, FTP Review, HTML/CSS Review. .
Wednesday 08/30	CSS Page Layout Techniques, CSS List Based Navigation and Layout, Responsive Design, Designing for Touch, CSS Effects.
Wednesday 09/06	CSS Page Layout Techniques, CSS List Based Navigation and Layout, Responsive Design, Designing for Touch, CSS Effects. CSS Masking.
Friday 09/08	Project 1 Preliminary Work Due Online.
Wednesday 09/13	CSS Page Layout Techniques, Responsive Design, Designing for Touch, CSS Effects. CSS Masking.
Friday 09/15	Project 1 Preliminary Critiques Due.
Wednesday 09/20	CSS Page Layout Techniques, Responsive Design, Designing for Touch, CSS Effects. CSS Masking. Forms, E-Commerce Principles, Shopping Carts, Shopping Cart Installation.
Wednesday 09/27	Forms, E-Commerce Principles, Shopping Carts, Shopping Cart Installation.
Wednesday 10/04	Forms, Shopping Carts, Shopping Cart Installation.
Friday 10/06	Project 1 Due Online. Project 2 Preliminary Work Due Online.
Wednesday 10/11	Forms, Shopping Carts, Shopping Cart Installation.
Friday 10/13	Project 1 Final Critiques Due. Project 2 Preliminary Critiques Due.
Wednesday 10/18	jQuery Interactivity and Animation, Single Page Scrolling Websites, Parallax Scrolling, jQuery User Interface.
Wednesday 10/25	jQuery Interactivity and Animation, Single Page Scrolling Websites, Parallax Scrolling, jQuery User Interface.
Wednesday 11/01	jQuery Interactivity and Animation, Parallax Scrolling, jQuery User Interface.
Friday 11/03	Project 2 Due Online.
Wednesday 11/08	Search Engine Optimization, Analytics, Web Accessibility Standards, User Testing.
Friday 11/10	Project 2 Final Critiques Due. Project 3 Preliminary Work Due Online.
Wednesday 11/15	Introduction to WordPress and CMS. WordPress file structure and programming languages.
Friday 11/17	Project 3 Preliminary Critiques Due.
Wednesday 11/22	Building a website using WordPress. Plugin installation. Theme installation and modification.
Wednesday 11/29	Customizing WordPress to make it your own. E-Commerce in WordPress.
Wednesday 12/06	Customizing WordPress to make it your own. E-Commerce in WordPress.
Friday 12/08	Project 3 Due Online.