



North Central State College
MASTER SYLLABUS
2020-2021

- A. Academic Division: Business Industry and Technology
- B. Discipline: Visual Communications Media and Technology
- C. Course Number and Title: VCMT2070 – Web Design I
- D. Course Coordinator: Lynn Damberger
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: Click here to enter text.
- Office Location: Click here to enter text.
- Office Hours: Click here to enter text.
- Phone Number: Click here to enter text.
- E-Mail Address: Click here to enter text.

- E. Credit Hours: 3
Lecture: 2 hours
Laboratory: 3 hours
- F. Prerequisites: VCMT 1050 (minimum grade of C 73% required)
- G. Syllabus Effective Date: Fall 2020
- H. Textbook(s) Title:

HTML, CSS & JavaScript Web Publishing in One Hour a Day

- Author: Lemay, Colburn, Kyrnin
- Copyright Year 2016
- Edition: 7th
- ISBN: 9780672336232

White Space is Not Your Enemy

- Author: Golombisky, Hagen
- Copyright Year: 2013
- Edition: 2nd
- ISBN: 9780240824147

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: This class will cover current web design workflow, best practices for web design including designing for mobile phones, UX/UI user experience/interface design, HTML5, CSS and Javascript to build web sites, ftp access to web servers, SEO (search engine optimization) and web site analytics. Students will build at least one web site using an HTML text editor with Bootstrap or other CSS responsive framework and another web site with CMS (Content Management Software) like Wordpress. Web sites will contain images, text, navigation and carousel or slide show. Students should have experience with image editing software as well as websites and mobile apps. CTAG: **CTIM005 Graphical Website Design.**

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Plan and design the UI (user interface) for a Mobile App with emphasis on the UX (user experience). Output the app to preview on a smart phone.	Project #1 Mobile App is completed in weeks 1-3.
2. Identify customer needs, information requirements and project scope for Web site development (CTAG)	Homework chapter on the design process for web sites. Followed by quiz. For each web site project students complete a Design Brief identifying the audience and objectives of the web site. (CTAG)
3. Plan, design and build a web site from the beginning thumbnails through the final posting on the Internet using an HTML editor like Brackets, and a CSS (Cascading Style Sheets) framework like Bootstrap.	Web site will include images and a carousel or slide show. Web site will be posted to a web site host using FTP. Images should be optimized for viewing from a web browser. (CTAG) in weeks 7 - 14
4. Add multimedia elements to a Web site (CTAG)	The HTML5 web site is required to include a slide show carousel. The WordPress web site includes a slide show and a widget.
5. Demonstrate creativity in completion of web sites by applying design principles.	Creativity is 30-40% of the grade for completed projects. Projects evaluated week 3, 14 and week 16.
6. Demonstrate proper craftsmanship for web design including file naming conventions, file types, image file optimization, and file organization.	Craftsmanship is 20% of project grades on web sites week 14 & week 16. Web sites that do not follow file naming conventions and proper file types do not show up on the Internet, and all web site projects and exercises are posted to the web site host before they are graded.
7. Explain the purpose and apply basic SEO (Search Engine Optimization) principles and know how to apply web site analytics to websites.	Homework chapters included on Quizzes, keywords in websites and examples or case studies on SEO and analytics
8. Evaluate web design pages/sites for usability and application of design principles. (CTAG)	Homework chapter on usability from textbook, followed by a quiz. Students run usability tests on each other student's HTML5 web sites as part of the critique process of final web sites.
9. Create a web site using a Content Management System like WordPress. (CTAG)	Final Web site project, weeks 14-16

M. Topical Timeline (Subject to Change):

1. Week 1-3 Mobile app development
2. Week 4-8 HTML, CSS, javascript coding exercises using a text editor
3. Week 6-8 Optimize images for the internet
4. Week 4-14 Managing content using FTP on host servers.
5. Week 8-14 Build HTMLWeb site using CSS framework and text editor
6. Week 14-16 CMS/WordPress Web Site
7. Week 14 & 16 Usability studies of web sites

N. Course Assignments:

10% Attendance & Participation
7% Homework: Chapters from textbooks
11% Quizzes: On textbook chapters and exercises
30% Exercises: Based on chapters in the textbook
42% Mobile app & Website Projects

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93-100	A	4.00	Superior
90-92	A-	3.67	Superior
87-89	B+	3.33	Above Average
83-86	B	3.00	Above Average
80-82	B-	2.67	Above Average
77-79	C+	2.33	Average
73-76	C	2.00	Average
70-72	C-	1.67	Below Average
67-69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

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Q. Examination Policy:

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R. Class Attendance and Homework Make-Up Policy:

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S. Classroom Expectations:

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T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.