North Central State College

MASTER SYLLABUS	2025-2026

A.   Academic Division: Engineering Technology, Business & Criminal Justice Division

B.   Discipline: Visual Communications Media and Technology

C.   Course Number and Title: VCMT2070 – Web Design I

D.   Assistant Dean: Brooke Miller, M.B.A.

E.   Credit Hours: 3
         Lecture: 2 hours
         Laboratory: 3 hours

F.   Prerequisites: VCMT 1050 (minimum grade of C 73% required)

G.   Last Course/Curriculum Revision Date: Fall 2025   Origin date: 08/02/2011

H.   Textbook(s) Title:

White Space is Not Your Enemy
- Author(s): Rebecca Hagen and Kim Golombisky
- Copyright Year: 2016
- Edition: 3rd
- ISBN: 9781138804647

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**.

North Central State College
SYLLABUS ADDENDUM

Academic Division:	EBC	**Discipline:**	VCMT
Course Coordinator:	Morgan Baker		
Course Number:	VCMT-2070-900	**Course Title:**	Web Design
Semester / Session:	Fall 2025 / 16 Weeks	**Start / End Date:**	08/11/2025 thru 12/12/2025

Instructor Information

Name:	Morgan Baker	**Credentials:**	Master of Fine Arts – Media Design
Phone Number:	419-755-4862	**E-Mail Address:**	mbaker@ncstatecollege.edu
Office Location:	237 - Kehoe	**Office Hours:**	M-Th 12:00pm – 1pm

I. Topical Timeline / Course Calendar (Subject to Change):

Weeks	Topics	Assignment	Due Date
1-3	Mobile App, UX/UI	Mobile App Project 1	09/15
4-6	HTML Coding	HTML Assignment	09/29
7-9	CSS Coding	CSS Assignment	10/13
10	Coding Quiz	Quiz	10/27
11-12	Website	Website Creation	11/03
13	Website Critique	Critique	11/17
14-16	Final Website	Project #2	12/03

II. Grading and Testing Guidelines:

Final Grade Calculation

Activity	Percentage
Assignments	40
Attendance	10
Quizzes	10
Projects	40

III. Examination Policy:

1. The reasons for which a student will be excused from taking an examination:
   a. **Excused absences** include illness (with documentation), religious observances, family emergencies, or approved college activities.
2. A student who misses an examination for any reason is responsible for:
   a. Contacting the teacher and scheduling a time to take the exam outside of class

   No makeup opportunity will be given for unexcused absences of quizzes.

IV. Class Attendance and Homework Make-Up Policy:

1. **Attendance is required** and essential for your success in this course.
2. You are allowed **up to 2 unexcused absences** without penalty. Each additional unexcused absence may lower your final grade by **2% per occurrence**.
3. **Excused absences** include illness (with documentation), religious observances, family emergencies, or approved college activities.
4. If you will miss class, you must notify the instructor **before class** when possible.
5. Arriving more than **15 minutes late** or leaving early without prior approval counts as **½ an absence**.
6. You are responsible for all material covered during any absence.
7. **Due Dates:** All assignments are due at the start of class (or posted online deadline).
8. **Late Work:**
    a. Work turned in **within 24 hours** of the due date will lose **10%**.
    b. Work turned in **1–7 days late** will lose **20%**.
    c. Work more than **7 days late** will **not be accepted** unless prior arrangements are made.
9. **Excused Absences:**
    a. If your absence is excused, you may submit work without penalty within **one week** of your return.
    b. You must communicate with the instructor to arrange make-up deadlines.
10. **Missed In-Class Activities:** Some studio work, critiques, or labs cannot be replicated outside of class. In such cases, alternative assignments may be given at the instructor's discretion.

V. <u>Classroom Expectations:</u>

1. **Respect**
    o Treat your peers, instructor, and their work with respect.
    o Listen actively during discussions and critiques.
    o Be open to diverse perspectives and creative approaches.
2. **Engagement**
    • Arrive on time and stay for the entire class.
    • Participate in activities, discussions, and group work.
    • Stay on task during class work time — limit unrelated browsing, texting, or distractions.
3. **Preparedness**
    • Bring required materials, completed assignments, and any necessary technology to class.
    • Check Canvas/email regularly for announcements and updates.
4. **Professionalism**
    • Meet deadlines and follow project guidelines.
    • Use professional and constructive language in all communications.
    • Take responsibility for your own learning — ask questions and seek help when needed.
5. **Collaboration & Feedback**
    • Contribute to a supportive learning environment.
    • Offer feedback that is constructive, specific, and respectful.
    • Accept feedback with an open mind and use it to improve your work.
6. **Academic Integrity**
    • Submit only your own original work unless collaboration is part of the assignment.
    • Give proper credit when using others' ideas, images, or resources.
    • Follow all college policies on plagiarism and copyright.

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. 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

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences. Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at
https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf