

COURSE TITLE:	Web Scripting		
COURSE NUMBER:	MM205	Section:	A
MCO PREPARED BY:	Department Chair	Date: 4/08	Revised: 6/08
INSTRUCTOR NAME:	Jamal Sullivan ainyc@jsulli.com jsullivan@edmc.edu	Syllabus Prep. Date:	10/03/2011
CREDIT HOURS:	3		
COURSE LENGTH:	11 weeks		
CONTACT HOURS:	Lab: 22 Lecture: 22		
COURSE SCHEDULE:	Wednesday 8:15 – 12:15pm in room 641		
UNIT OF ACADEMIC MEASUREMENT:	Quarter System		
PREREQUISITES:	GD 121 Image Manipulation		
CO REQUISITES:	None		
CATALOG COURSE DESCRIPTION:	Students will acquire the skills needed to develop, design, and produce basic Web pages.		

	TEXTBOOKS AND MATERIALS	(CHECK ONE)	
		REQUIRED	OPTIONAL
TEXTBOOK(S)	<i>InterACT with Web Standards: A holistic approach to web design</i> by Erin Anderson et al., New Riders, 2010.	X	
RESOURCES & SUPPLIES	Flash drive Access to student account webspace School library for research purposes. (See "Research Assignments" section below.)	X	

CREDIT HOURS:

(Indicate 2, 3 or 4, whatever the course is as defined in the Master Course Outline)

Quarter Credit Hour

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or*

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours

PERFORMANCE OBJECTIVES: Upon completion of this course, the student should be able to do the following:

- Use text editor and (X)HTML and CSS to create web pages with layout and style.
- Appropriately combine element tags, style attributes, and values
- Properly handle files for the web, including file names and extensions
- Apply interface design principles
- Upload files to student account and its web space via web interface and file transfer

INSTRUCTIONAL METHODS: Educate through lecture, visual examples, relevant projects, lab work, group activities, and visual problem solving and class critique.
 RESEARCH ASSIGNMENTS: Course relevant topics for research assignments may be proposed by students but must always have the instructor's written approval.
 The school library can be used to access extensive databases which contain scholarly/peer reviewed articles from professional journals and trade publications. At least three such journals are required and must be cited in support of research.

GRADING:

<u>Class Activity</u>	<u>Point Value</u>
Class Participation	10
Midterm (Test)	20
Midterm Project (Photoshop) Prototype	10
Assignments (6 @ 5 pts. each)	30
Final Project	30
Total Points	100

Grading / Student Performance

Score	Letter Grade	GPA
100-95	A	4.0
94-91	A-	3.7
90-87	B+	3.4
86-84	B	3.0
83-81	B-	2.7
80-77	C+	2.4
76-74	C	2.0
73-71	C-	1.7
70-67	D+	1.4

66-60	D	1.0
59-0	F	0.0

COURSE POLICIES: See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) may negatively impact your grade. Cell phones must be turned off during class.

ATTENDANCE: Due to the intensive nature of the 11 week quarter system at The Art Institute of New York City, absences jeopardize participation and a student's ability to successfully complete his or her studies. A student's academic performance is in pursuit of preparation for a professional environment in which there is typically zero or little tolerance for absenteeism. If, for some critical reason, a student finds it necessary to be absent, late, or leave early it is the student's responsibility to:

- Notify the instructor, and make up all missed work.
- Note that accumulated tardiness, leaving class before it is dismissed, or absenteeism will affect performance and the participation grade.
- Understand that excessive absenteeism may result in failure of the class.
- Look for the specific participation requirements for individual courses, by referring to the course grading rubric within the syllabus provided by the instructor.

Attendance is taken every class meeting. There are no excused absences, and the only consideration to be granted must be presented by the instructor to the department chair and the Dean of Academic Affairs.

A student who misses twelve (12) hours in a course will receive a Withdrawal grade (W) for weeks 1 through 9 and a W/F grade after week 9 for that course. Tardiness and absenteeism will be recorded in 15 minute increments.

A student who knows that he/she will be late/absent must contact the instructor via voicemail, e-mail, or administrative note. When absent, a student is responsible for obtaining the lecture notes and homework assignments from other members of the class or the syllabus.

Students will be asked to leave class if they are unprepared, disengaged, sleeping, disruptive, or otherwise compromising the educational experience of students who are motivated and trying to work.

Students who do not attend classes for 14 consecutive days will be dropped from school from the last date they attended school; exceptions will be made only on the basis of appropriate documentation presented to the Dean of Academic Affairs.

Students taking minimally twelve credits, who have perfect attendance for all courses registered in a particular quarter will receive a \$100 tuition credit for the subsequent quarter of enrollment in the school. Details regarding this tuition credit may be found in The Art Institute of New York City catalog.

PROFESSIONALISM Criteria:
STANDARD:

- Attendance & punctuality
- Active participation in discussion

- Quality of work
- Academic Integrity
- Attention to detail
- Classroom etiquette
- Respect for peers and instructor

PROJECTS AND Specifications
EXERCISES:

WEEKLY Topical CLASS MEETING OUTLINE:

Week 1	<p>Introduction to the course - HTML and XHTML and CSS Design Process Student account web space Hyperlinks to anchors, other internal pages, and external web pages Assignment 1: Student home page consisting of html structured resume and initial web page sketches</p>
Week 2:	<p>HTML and CSS File Transfer Protocol and FTP clients CSS styling and layout techniques External style sheets Assignment 2: Two page website (due following week) Assigned readings</p>
Week 3:	<p>HTML and CSS continued Assignment 3: Three page website (due following week) Sitemaps and Wireframes for Web Site Project</p>
Week 4:	<p>Images for the web Background images and content images How to achieve transparency Midterm Prototype Due-</p>
Week 5:	<p>Review of HTML and CSS code for layout Midterm Project Workshop Presentation of projects-Slicing up your Prototypes</p>
Week 6:	<p>Review of Midterm Projects – Feedback, suggestions for improvements Fixed width layouts or flexible width layout Menus and Navigation solutions Assigned Readings</p>
Week 8:	<p>Image Gallery techniques Assignment 4: Two page website w/ image gallery Assigned readings</p>
Week 9:	<p>Introduction to Final Projects Assigned readings and mockup work</p>
Week 10:	<p>Final Project Workshop</p>
Week 11:	<p>Final Project reviews and presentation</p>