

## **CST 351 > WEB DESIGN**

Fall 2015 > **Syllabus**

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**Prerequisites:** CST 201>Media Tools and CST 251 Web Tools or instructor consent.

Highly Recommended:

CST 226 Digital Photography

CST 227 Intro Digital Graphic Design

CST 321 Multimedia and Game Design

CST 352 Web Scripting

CST 436 Human Computer Interaction

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### **Meetings**

BIT, Room 118, Mondays and Wednesdays, 4-5:50 pm

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### **Instructors**

Kevin Cahill, MFA Design, Cranbrook Academy of Art

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or by appointment

582-4566

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582-4700

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### **COURSE OVERVIEW**

CST 351 is an introductory survey course covering the basics of web design aesthetics, layout, and structure; user-interface design and interaction; database interaction and web application service design; and web animation and interactivity. The course is designed as the second part of a three-part sequence. Students with a Web Design emphasis should have already taken CST 251 and plan on taking CST 451 where the curriculum will delve deeper into the material and apply the principles of web design in the production of client-driven projects.

**The primary philosophy behind the course is that the purpose of web design is enhanced communication.**

Aesthetics and technique will always be assessed based on their role in increasing user understanding and improving access to and navigation through the website design.

Because technological applications and developments have a major impact on web design we will explore the history and evolution of the web. We will also explore accessibility issues and designing for the multitude of browsers available to users.

The structure of the course will be based on short learning modules beginning with lectures and demonstrations followed by in-class and homework exercises focusing first on design and then production. In addition, website searches and critiques will reinforce the learning outcomes for each assignment. Students will also design and maintain a personal 351 website as an archive of all activities.

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### **COURSE OUTCOMES**

#### **Design Process for web site design and production**

Create a successful solution to the design problem by applying the design process:

Research and plan > Conceptualize > Design > Produce > Evaluate > Test and revise > Document

#### **Layout**

Demonstrate fundamental concepts of graphic organization for screen media.

This includes use of grids, colors, text, graphic elements and rasterized images.

#### **Information Architecture**

Use storyboards, flowcharts and layout to organize web site content.

## **COURSE OUTCOMES, continued**

### **Usability**

Develop and implement a test plan to evaluate the effectiveness of the site.

### **Technical Principles**

- 1) Use an image program for web graphics creation, editing and optimization.
- 2) Use a web editor (Dreamweaver) with Cascading Style Sheets to produce efficient and effective web pages.
- 3) Integrate use of an xhtml editor and an image editor for effective work flow.
- 4) Write and edit xhtml
- 5) Apply cascading style sheets (CSS)

At the end of this course each student will:

Understand the Anatomy/Syntax of CSS (Selectors, elements, properties, classes and IDs).

Be able to identify and use Pseudo-Elements and Pseudo-Classes.

Be able to create CSS rules for text/font manipulation.

Understand the box model and positioning (Padding, borders, margins, colors, backgrounds, z-index, display and placement for: words, paragraphs, images, divs, body, and tables. Understanding the box model is essential to understanding what can be accomplished with CSS).

Understand the Cascade and the rules of specificity.

Be able to use multiple style sheets.

### **Production**

Professional quality preparation and efficient delivery of imagery, text, and multimedia.

### **Design Thinking**

Develop and improve the ability to think critically about problem solving.

### **Universal Design**

Design and produce web communication that serves all users and is ADA compliant.

### **Information Literacy**

Acquire the skills to obtain and use relevant data resources.

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## **MAJOR DELIVERABLES**

Note: A portfolio (burned on a CD) of the personal 351 website/archive is due on the day of the final.

### **GRADING (Item/Percentage of Final Grade)**

Assignments/30%

Class Website archive/20%

Systems based Colored Music Website/20%

Client-based Website prototype/20%

Class Participation/10%

### **Note:**

SCD department policy allows for only the following letter grades: A, B, C and F.

University policy states that a student's failure to submit a minimum of 50 per cent of the assigned deliverables for the course requires the WU grade.

### **Incompletes**

In general grades of incomplete (I) are not given. The only rare exception is when a student has completed at least 90% of the work for the class, is passing the class and has extraordinary circumstances in the last week or two of the class.

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### **REQUIRED TEXTS**

None

### **RECOMMENDED TEXTS**

Beginning CSS Web Development: From Novice to Professional by Simon Collison  
Apress/ISBN: 1590596897

Don't Make Me Think, Steve Krug, New Riders, ISBN: 0-7897-2310-7.  
Available in CSUMB library

Great Web Architecture, Clay Andres, IDG Books, ISBN: 0-7645-3246-4  
Available for short-term loan from instructors

Creating Killer Web Sites (2nd Edition), David Siegal, ISBN: 1568304331  
Available for short-term loan from instructors

Prioritizing Web Usability, Jakob Nielsen and Hoa Loranger, New Riders, ISBN 0-321-35031-6  
<http://proquest.safaribooksonline.com:80/0321350316>

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### **PROTOCOL**

Accurate spelling, grammar, and punctuation reflect on the professionalism of your work. Errors will detract from the overall quality of your work and will be reflected in the final assessment of your assignments.

### **CONSULTATIONS**

Students are encouraged to consult with the instructors whenever necessary throughout the semester. Short consultations are best handled by phone or e-mail. Consultation will be more productive if you prepare a brief written agenda outlining the issues you want to discuss.

### **ACCOMODATIONS**

Your instructors want every student to succeed. Students with disabilities who require accommodations such as time extensions or test accommodations must present verification from Student Disability Resources as soon as possible. If you think a disability may impact your performance in this class, please see the instructors as soon as possible.

You may want to meet with SDR professional staff at:  
Student\_Disability\_Resources@csumb.edu  
Health & Wellness Services Building (Building 80, Campus Health Center)  
Phone: 831/582-3672 voice, or 582-4024 fax/TTY  
<http://sdr.csumb.edu/>

### **CLASS COURTESIES**

Please arrive in class on time and ready to work. Surfing the web, chatting, playing games and/or answering email during class, especially when others are presenting will not be allowed.

### **DIVERSITY AND RESPECT**

From the CSUMB Vision Statement: "To build a multicultural learning community founded on academic excellence from which all partners in the educational process emerge prepared to contribute productively, responsibly, and ethically to California and the global community." Unlike most classes you will take in the School of SCD, this class requires a significant amount of student interaction, both in class and online. Discussions should be civil and based on mutual respect.

## **ACADEMIC INTEGRITY**

Academic integrity is of central importance to an education at CSUMB. The core of this integrity resides in the scholastic honesty of the CSUMB community, and therefore, is the responsibility of all students and faculty to uphold and maintain. Forms of academic dishonesty include: cheating, fabrication, plagiarism, and collusion in any of these activities. We value informal resolution of academic integrity allegations; however, students discovered to have engaged in academic dishonesty will be sanctioned

Cheating of any kind will not be tolerated at all in this class. You are responsible for your own original work on all assignments, labs, homework, projects, exams, and all programming code. Unless specifically stated, it is expected that you yourself have done the work you turn in. That is not to say you cannot get help from another student, your instructor or any other person. However, you need to be very clear about the difference between getting help and another person doing your work. Making a copy (electronic or paper) of another person's assignment (or providing your work for someone else to copy) is considered plagiarism and will be treated as a serious offense. If you have any questions about how to get help or what constitutes acceptable collaboration, please talk with your instructors.

Note that due to changes in CSU policy, all instances of academic dishonesty must now be documented and submitted to the Office of Judicial Affairs & Community Standards. At a minimum, you will fail the assignment; most likely, you will fail the course. For more information regarding the Academic Integrity Policy please go to: <http://policy.csumb.edu/site/x16011.xml#students> and you are responsible for reading and understanding it. If you have any question about whether collaboration with another student is permitted or prohibited for a specific assignment, ask the instructor! For more information about Student Conduct and Responsibilities please go to: <http://catalog.csumb.edu/general-information/behavior-codes/student-conduct> For more information regarding the Academic Integrity Policy please go to: <http://policy.csumb.edu/site/x16011.xml#students>

### **Center for Student Success (CSS)**

CSUMB works to make sure that all students are succeeding in their courses. To ensure that this takes place, if you are falling behind or are missing too many class sessions, I strongly encourage you to schedule an appointment with the Center for Student Success to create an Academic Success Plan and get back on track. The CSS offers services such as one-on-one support, peer mentoring, and study skills workshops. CSS is located in the Library, 2nd Floor, Suite 2163, 582-3165.

### **Academic Skills Achievement Program (ASAP)**

The Academic Skills Achievement Program (ASAP), a campus-wide tutoring program, is open to all students and offers peer tutoring services and workshops. It seeks to provide high-quality learning assistance in computer technology, math, science, writing, languages and study strategies aimed at enhancing learning needs at all ability levels. ASAP works with students to expand their knowledge and abilities by empowering them to become independent learners. ASAP tutors, staff, and faculty work together to design and offer effective, collaborative, and active learning experiences. ASAP is located in the Library, 2nd floor, 582-4104.

## **TECHNOLOGY SUPPORT RESOURCES**

In keeping with the CSUMB vision statement, which says: "The University will invest in preparation for the future through integrated and experimental use of technologies", this course will require the application of technology to solve problems and create material relevant to our discipline. It is the responsibility of each student to fully understand the required technology and how to use it to complete assignments for this course. There are a variety of campus resources provided to help students enhance their technology skills and you are encouraged to take advantage of these opportunities as needed.

For more information on technology support:

- Visit [mytech.csumb.edu](http://mytech.csumb.edu)
- Contact ASAP Tutoring, Library 2nd floor, 582-4104, [asap@csumb.edu](mailto:asap@csumb.edu)
- Register for Atomic Learning via iLearn