

ART 4883

Tracey N. Baham

Institutional Effectiveness & Research • Allen Hall 269A

662-325-6941 • t.baham@msstate.edu

Course Description

An introduction to graphic design for the Internet, internet history, HTML, image manipulation, and the use of software to facilitate the website design.

Course Objectives

- Demonstrate basic knowledge in web design
- Solve basic coding errors and browser incompatibility issues
- Combine Photoshop and Dreamweaver skills to create attractive sites
- Create responsive designs that meet audiences' needs
- Design high-quality graphic design portfolios

Required Materials

- Personal computer
- Adobe Dreamweaver and Photoshop software
- Word processing software (e.g., Word or Pages)
- Blackboard companion site (You will need to refer to Blackboard frequently)

Recommended Sites

- W3.org
- W3schools.com
- Htmlgoodies.com
- Art4883-01.caad.msstate.edu & art4883-02.caad.msstate.edu

Attendance

Class attendance is required. Students who have 3 unexcused absences will lose 10 points from their final grade, with an additional 10 points for each additional absence. Consideration for excused absences will follow the MSU Policy 12.09. Please talk with me before you miss class if you'd like me to consider your absence as excused unless you can provide formal justification.

Grading policy and scale

Please note that assignments are due on the specified due dates unless students have made arrangements with me prior to the due date or has extenuating circumstances based on the criteria in AOP 12.09 (<http://www.policies.msstate.edu/policypdfs/1209.pdf>). I will deduct half a letter grade for every day that the assignment is late.

Class participation/attendance	5%
Quizzes	10%
In-class assignments	15%
Critiques	15%
Redesign	25%
Portfolio & reflection paper	30%

Grading Scale

A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 59 or less

Written Assignments

This class considers writing to be extremely important to learning; therefore, the class assignments will include short quizzes, written critiques, and a reflection essay. The quality of your writing will be determined primarily by demonstrating your understanding of course content.

Course Requirements

(More information about these requirements will be posted in the Blackboard companion site for this class)

- *Homework modules* – The first half of this class will require you to read several web articles for homework before coming to class in lieu of a textbook. These articles will introduce the material that I will be presenting in class the following session. Most of the articles come from w3schools.org, and I would encourage you to complete any of the “try it yourself” exercises to gain some understanding of how the coding works.
- *Quizzes* – A short-answer quiz in Blackboard will be associated with each homework module. These quizzes are intended to help you verbalize your understanding and/or confusion about the material you read. That way I can read them before class to see

where you need help. All blog postings are due before midnight the day of class. For example, if a blog posting is due by Thursday's class, then have your posting completed by Wednesday/Thursday at midnight.

- *In-class activities* – The first half of the class will rely on in-class activities to practice HTML and design techniques. The second half of the class will give you time to work on your personal portfolios and ask questions of me.
- *Written critiques* – Throughout the semester, I will request you to write a 1-paged critique of a specific web site. I will give you more guidance for these critiques as the semester progresses, but be mindful of using as many applications of the content we discussed in class.
- *Redesign site* – Find a web site that could use a redesign. Pick something that lends itself to a simple design, because for your first web site, you don't want anything too complicated. More details will be available on the Blackboard site.
- *Personal Portfolio and reflection paper* – Demonstrate the culmination of your studies with a portfolio that showcases what you have done during their academic career—not just in this class, but in any classes. This site must include a home page, portfolio gallery, and contact info. The reflection paper captures your story as you explain why you chose each piece for inclusion and how it depicts your growth as a designer.

Advising

I will provide class time to work on projects and will be available to help you if you need it. I'm also available outside of class. Please email me at t.baham@msstate.edu to seek advice or set up an appointment. You may also stop by my office in Allen Hall. I'm on the second floor, near The Learning Center (Room 269A). Because I am a full-time employee of the university, I am generally available Monday through Friday from 8-5 with an hour for lunch between 11:30-12:30. However, I cannot guarantee that I will always be available, so please consider calling or emailing before stopping by.

Lab Rules

- Do not leave trash/paper at your computer
- Clean up after yourself

- Do not bring food, drinks, or gum into the lab
- Please silence your phones

Honor Code

Plagiarism or copy right infringement is strictly prohibited in the class and will result in an F for the course. I will report any incidents to the Student Honor Code office, and I encourage you to report any violations as well. Copy rights and trademarks are very important to graphic designers.

Students with Disabilities

I will make every reasonable accommodation for qualified students with disabilities for instructional and testing purposes in this class. Please notify me of your concerns, and contact Student Support Services (<http://sss.msstate.edu>) for academic accommodations.