

MC4015: Advanced Web Design

Spring 2016
TR 10:00-11:50
111 Journalism

Professor

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Office Hours: Weds 1:30-2:30 or by appointment
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Course Objectives

This course teaches hand-coding websites in HTML and CSS using a modern web standards approach. The course begins with a brief two-week review unit on general principles of design as communication as well as user-centered web design principles. Students will then spend the majority of the semester learning a basic set of tools and best practices for developing industrial strength modern websites using HTML and CSS. The final few weeks of the semester covers advanced techniques, including CSS3, some JavaScript, and possibly some PHP.

Upon completion of the course, students should be able to:

- Develop websites using hand-coded HTML and CSS using a modern web standards approach.
- Understand how to write high quality, well-organized HTML and CSS code that separates presentation from content, enforces design consistency, and facilitates future changes to the site's content or design.
- Have a basic understanding of the role of JavaScript in web design. Students should gain enough of an understanding of what is possible with JavaScript to help them work more effectively with programmers.
- Be able to use principles of web usability to generate critiques and suggestions to make a website communicate more effectively.

Software

The software used for this class is free. Bring a laptop to class every day with the latest version of Google Chrome and a free HTML editor such as Komodo Edit: <http://komodoide.com/download/#edit>

Readings

For the first two weeks, two books are recommended if you haven't already read them in MC2015:

Williams, R. (2008). The Non-Designer's Design Book. 3rd Edition.

Free online at:

<http://proquestcombo.safaribooksonline.com.libezp.lib.lsu.edu/9780321563088>

Krug, S. (2006). Don't Make Me Think: A Common Sense Approach to Web Usability. 2nd Edition.

Readings for the rest of the semester are all free online (see schedule below)

Grading

400 pts.	In-class activities and homework
600 pts.	Final project

Grading scale

965 and above	A+
935 – 964.9	A
900 – 934.9	A-
865 – 899.9	B+

835 – 864.9	B
800 – 834.9	B-
765 – 799.9	C+
735 – 764.9	C
700 – 734.9	C-
665 – 699.9	D+
635 – 664.9	D
600 – 634.9	D-
599.9 and below	F

In-Class Activities and Homework

Most class sessions will include an in-class activity to give you hands-on experience with the design principles and/or techniques covered, as well as to check attendance. These will be turned in at the end of class, usually on Moodle. Small homework assignments will also be assigned periodically. Most homework assignments are small and are announced in the class session immediately prior to when they are due. So if you miss class, make sure to check the slides on Moodle right away.

Also note that your lowest four activity / homework grades will be dropped. This means you don't need to tell me why you miss a class unless you have more than four documented absences, and that if you have perfect attendance, you can skip up to four of the homework assignments. In-class activities usually can't be made up, but homework usually can. It doesn't hurt to ask.

Final Project

Each student will create a hand-coded HTML / CSS website for a local business or organization during the second half of the semester, due on the last day of class. Many of the in-class activities in the second half of the semester will directly contribute to this project, but to get an A you will have to devote time outside of class to improving and fleshing out your design. Grading will emphasize use of the techniques learned in class, including general design principles and web usability principles reviewed in the first two weeks of class. Aesthetics and polish are only a minor component of the grade for this project, so make sure to focus on usability and correct use of the HTML / CSS techniques you learn in class.

LSU Statement on Diversity

Diversity is fundamental to Louisiana State University's mission. LSU is committed to creating and maintaining a living and learning environment that embraces individual difference. Cultural inclusion is of highest priority. LSU recognizes that achieving national prominence depends on the human spirit, participation, and dedicated work of the entire University community. It further recognizes that the National Flagship Agenda: LSU 2010 will be realized by bringing together diverse ideas, perspectives, skills, and talents of the nation's pre-eminent scholars, brightest students, and leading higher education professionals. Through its Commitment to Community, LSU strives to create an inclusive, respectful, intellectually challenging climate that embraces individual difference in race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socioeconomic status, disability, family status, experiences, opinions, and ideas. LSU proactively cultivates and sustains a campus environment that values open dialogue, cooperation, shared responsibility, mutual respect, and cultural competence – the driving forces that enrich and enhance cutting edge research, first-rate teaching, and engaging community outreach activities. LSU reflects on its past and looks toward the future. Welcome to the Now, a time and place where diversity is on the move.

Students with Special Needs

If you know of any type of disability or barrier to your success in this class, please let both your lecture and lab professor know as soon as possible. Any student with a documented disability needing academic adjustments is requested to contact the Office of Disability Services and the professor, as early in the semester as possible. All discussions will remain confidential. Please contact the Office of Disability

Services, 112 Johnston Hall, (225) 578-5919. More information about the University's policies and procedures can be found online at <http://disability.lsu.edu/>.

Academic Honesty

Students must adhere to the highest standards of academic honesty. *Unless otherwise noted*, you are expected to complete all homework, assignments, projects, and exams by yourself. Plagiarism and cheating are serious offenses punishable under the academic dishonesty provisions of the Code of Student Conduct. Plagiarism is "the unacknowledged inclusion of someone else's words, structure, ideas, or data, failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the Internet) or unpublished, from which words, structure, ideas, or data have been taken" (LSU Code of Student Conduct). Plagiarism includes presenting work created for another course as original work created during this course. Professors who suspect students of cheating or plagiarism are *required* to report such indiscretions to the Dean of Students. The Dean of Students then determines the appropriate course of action, which may include failure on an exam, a paper, or a project; failure in the course; and/or expulsion from the university. Please read the LSU Code of Conduct at <http://saa.lsu.edu/code-student-conduct> for specific information.

Recordings Policy

You are NOT allowed to make video and/or audio recordings of ANY class content without written permission from the professor.

Schedule

(Likely to change – check Moodle for latest version)

Week 1 (Jan 14): Review: Design as communication

Recommended review reading: Williams through Ch5

Week 2 (Jan 19 & 21): Review: Web usability

Recommended review reading: Krug through Ch7

Week 3 (Jan 26 & 28): Intro to HTML and CSS

Readings: Skim as many pages as you want of these two excellent tutorials:

Learn HTML: <http://www.w3schools.com/html/default.asp>

Learn CSS: <http://www.w3schools.com/css/default.asp>

Week 4 (Feb 2 & 4): CSS selecting, grouping, and floating

Readings:

CSS ID & Class: http://w3schools.com/css/css_id_class.asp

CSS Selectors reference: http://w3schools.com/cssref/css_selectors.asp

Grouping and nesting selectors: http://www.w3schools.com/css/css_combinators.asp

Weeks 5 & 6 (Feb 11, 16, & 18): The box model, images, and layout

(Note: No class Feb 9, Mardi Gras)

Readings:

The box model: http://www.w3schools.com/css/css_boxmodel.asp

Background images: <http://goo.gl/Z7SCml>

Layout with table-cell: <http://www.sitepoint.com/give-floats-the-flick-in-css-layouts/>

Week 7 (Feb 23 & 25): Navigation, positioning, and overlapping

Reading: http://www.w3schools.com/css/css_positioning.asp

Week 8 (Mar 1 & 3): CSS3 fonts and bling

Readings:

<http://css-tricks.com/snippets/css/using-font-face/>

http://www.w3schools.com/css/css3_transitions.asp

Week 9 (Mar 8 & 10): CSS3 Bling

Reading: <http://css-tricks.com/snippets/css/a-guide-to-flexbox/>

Week 10 (Mar 15 & 17): More Bling and some JavaScript

Online tutorial and reference: <http://www.w3schools.com/js/>

Week 11 (Mar 22 & 24): No class: Spring break

Week 11 (Mar 29 & 31): JavaScript

Week 12 (Apr 5 & 7): JavaScript

Weeks 13 & 14 (Apr 12, 14, 19 & 21): Advanced techniques and final projects

Week 15 (Apr 26 & 28): Final projects

Apr 26: Usability testing of final projects in class

THE 1, 2, 3s of a Manship EDUCATION

1 Values

- Freedom of Expression and understanding the range of systems of freedom around the world
- Historical roles of media institutions and individuals in society
- Ethical ways of pursuing truth, accuracy, fairness and diversity
- Diversity of ideas, viewpoints and experiences domestically and globally

- Understand and apply theories in presenting visual and written information
- Ability to think analytically, creatively and independently
- Use, conduct and evaluate research
- Understand and apply statistical information
- Use technology and current tools of the profession

Knowledge 2

3 Sharing of Information

- Writing clearly and accurately
- Editing and critically evaluating own work and the work of others

Believe it. Know it. Share it.