

Web Design 2017-2018

Mission Statement for PTHS Web Design:

To develop professional Design skills, and to provide production services for our school, our district, and our community.

The primary goal of this course is to help you to become thoughtful, creative, and technically proficient Web Designers, as we provide web services for the school, our community, and ourselves. Over the 36 weeks of this school year we will concentrate primarily on exploring and developing the planning, creative, technical, and interpersonal skills required to produce a professional web site. Additionally, we will have segments covering; legal and ethical issues related to website production, as well as website criticism and analysis. This year we will also taking a critical look at current trends in internet based technologies and communication.

Assessment & Grading in this class is based on 4 primary areas:

1. **Classroom work and participation.** This is a vocational classroom. As such, while in this class, you should conduct yourself as if you were at work in a professional setting. Your job is to understand the roll of the web in business and culture, learn and practice good website and design technique, participate in class discussions, produce quality websites, and provide web development services to your school, and community as required. Web Design is often a team sport. It is also expected that you will strive to work well within a production group and push yourself to explore new techniques and challenges out of your comfort zone. Attendance in this class is mandatory. **The 2017-2018 PTHS attendance policy will be followed in this classroom.** This means that a student with more than 12 absences per semester may not receive credit in this class. (approximately 30% of your grade)
2. **Technical Competencies.** Web design and website production involves a wide range of technical skills. We will be working in HTML mark up using text editors, graphics using Adobe Photoshop® as well as website design using Adobe Dreamweaver®. You will also need a basic understanding of digital camera use, video camera use and the use of iMovie to create content for your websites. (approximately 30% of your grade)
3. **Design Projects.** Over the course of the year you will be involved in multiple web design projects. Some of these will be short exercises for class use only. To learn HTML & CSS we will be utilizing codecademy.com and their interactive modules. Other projects will be larger scale projects designed to be deployed on our local or your own server (if applicable) . Each of these assignments is designed to give the student web designer experience in various areas of website production as well as present a diverse range of technical and creative challenges. Within this realm you will also have the opportunity to develop your own websites within parameters set by the instructor. (approximately 30% of your grade)
4. **Public Service Work Service.** As per our mission statement, this classroom is operated as public service organization as well as a vocational classroom. The expectation is that each student use their skills to make our school and community a better place and to gain experience in a real world work environment. Each student is expected to contribute a minimum of 6 hours of non-class time to service oriented projects. These projects may be school based, such as working on the class, department or school website, or they may involve production for non-profit events or organizations. (10% of your grade)

The Curriculum:

The following subjects will be studied in this class (non-inclusive & non-sequential)

Planning: conducting client interviews, client feedback, research, story board and flowcharts, designing for expansion, look and feel, ease of maintenance, domain names, writing copy for websites, copyrights and permissions, protecting assets, search engine optimization (SEO), hosting issues, deployment considerations, server side & bandwidth considerations

Graphics & Image: Image types, optimizing images, scanning, digital cameras, using Adobe Photoshop® and image ready, Fireworks, & Flash, stock image use, video camera use, video codecs, iMovie, optimizing video for the web

Design: fundamentals of design, composition, fonts, layout, access, web conventions, HTML, XHTML, using Adobe Dreamweaver®, CSS, Tables, Frames, box model, templates.

Writing: Creating effective content, writing service and product descriptions, writing for specific demographics.

Law & Ethics of Web Design: copyright, first amendment issues, web security, and safety considerations, SSL, data integrity.

Internet and society: Web culture, web 2.0, history of the Internet, data gathering, cookies, social networks, blogging, news media & the web, web commerce, netiquette, web vocabulary.

Business of Web design: Opportunities in web design and associated fields, future of the internet, web startups and businesses.

Grading

Grading on all assignments is on a point basis. In general, your daily class-work, assignments, and participation in discussion is worth -10 to +10 point. Classroom, assignment are valued at 50 points but up to 20 extra points are available for exemplary work. Major assignments are worth 200 points, and the final project is typically a 300 point project. Tests and quizzes usually average in the 20 to 50 point range.