

Introduction to Web Design

MIT 2570B (Winter 2023)

Faculty of Information and Media Studies ~ The University of Western Ontario

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| Times: | Class (required): Tuesday, 2:30 am-4:15 pm Lab (optional): Thursday, 2:30-4:15 pm Tutorials: <i>online, asynchronous</i> |
| Location: | FNB 2070 & Online (OWL, YouTube, Zoom) |
| Lecturer: | Mark Rayner |
| Contact: | Please message me on OWL Office Hours: after class on Tuesday, or by appointment, FNB 4063 |
| PPE: | Please wear a mask (per Western policy) |

Description

This course focuses on the design and production of information for websites, which communicate through the integrated use of text, images and media elements. Secondly, it concentrates on developing digital imaging skills for the web and introduces HTML5 and CSS3. The theoretical implications of this medium will be explored. Brackets, Filezilla & Photoshop are the main tools we will use.

Objectives:

By the end of this course, you will have the technical ability to produce a basic static website, and will be able to critique current practices related to web design. You will also gain an understanding of:

- site architecture and planning
- writing for the web & web typography
- usability issues
- technological issues, especially the importance of file structure
- visual communication & design theory
- creating digital images and web pages
- communications planning & industry requirements

Course Materials:

There are no required textbooks for this course, but a subscription to Adobe Creative Cloud is really helpful so you can use Photoshop and Dreamweaver. You will also need to download Brackets and FileZilla, which are both open source (free) software. You could also use similar open sources software if you prefer, but the instruction is done with those two. Except for the lectures, all of the course materials are available via OWL. (I will post PDFs of the lecture slides on OWL.)

Course Structure:

This is actually a hybrid class. I've moved all the technical tutorials online to OWL because frankly, they are better than trying to lead everyone in a class setting. That also means we have lots of time for individual help during the lab times. During class we'll have a short lecture and discussion, so **attendance is required for Tuesdays**. But the lab time is totally optional – if you don't need any help with that week's coding lessons, you don't need to come in.

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change.

Deadlines

- Everything is due by 11:55pm on Thursday nights, via OWL.
- If you're having trouble meeting the deadlines, **please talk to me instead of ghosting the course**. I want you to succeed! Also note, there's a bit of a grace period on the deadlines, so if you're a few minutes late, don't freak out.
- Late assessments without academic consideration will be subject to a late penalty 5%/day
- Late assessments with academic consideration require the student to work with the Academic Advising unit in their Faculty of registration; once that has been approved, students need to contact the instructor to arrange for an alternate submission date
- If you miss a quiz, I will give you an additional project to complete, which will be much more work.

Communication

- Students should email me using OWL "messages"
- Please check the OWL site every 24 – 48 hours
- Any updates to the course will be provided on the OWL announcements
- Messages will be monitored daily during the week; students will receive a response in 24 – 48 hours

Evaluation:

Your final mark will be based on an evaluation of:

1. Your work on the exercises (10 points)
2. Three quizzes (25 points)
3. Your understanding of the relevant issues and theory introduced in the class, as demonstrated by your integration of them into your assignments and the quality of your assignments (65).

Exercises:

Due dates: See OWL

Learning to code is a bit like learning a musical instrument or a language. You have to practice, day-by-day, week-by-week! These exercises be worth 10 percent of your grade in total and are your chance to practice. Exercises are worth a variety of points and will be marked on a pass/fail basis — in other words, if you tackle the exercise, you will get the points. NOTE: An integral part of tackling the exercises for them to count is getting it posted to your website, and linking from your home page to the exercise. Exercises are listed on the assignments page on OWL, and on the week's lesson. These are due every few weeks – see OWL for the details.

Coding & File Structure Quizzes: these will be worth 25 percent of your grade. They are online tests that will show you understand the basics of how the course, file structure,

relative linking, HTML and CSS code work. They will be available for a week, and there's no time limit, so you can take them slowly and check things as you go. They are linear, however, which means **you can't move backwards in the quiz.**

Assignments:

1. Web Proposal (20 percent)

Due: Feb. 16, 11:55 pm

To complete this assignment, use the following process:

- write a communications plan (comms plan)
- figure out what content your site will have, and arrange it in a reasonable architecture (blueprint)
- map your content onto an exact file structure (content map)
- create wireframes of how you think the main sections of the site will be laid out.

At this point you can also decide on the design/navigational elements and consider the overall tone, color, and layout. This is your best chance to get the site right — it should be fully planned before you begin creating it.

Required elements: Hand in a **single PDF** of your communications plan (one or two pages, point form), the blueprint, the content map and page layout ideas — also referred to in class as wireframes.

To get a higher grade: Include the website content and other elements that will flesh out your plan: color palettes, images you have created for the site, storyboards, a full mock-up and anything else that explains what the site will look and feel like, such as scenarios or audience research.

2. Web Production (45 percent)

Due: Apr. 6, 11:55 pm

Produce a website that you created from scratch. Check to ensure the links are not broken and ask your peers to Beta test the site. Remember that the content of your site must be original. This means that *you must write it* — you cannot use content from other websites, books, magazines, and so on. Material copied from other sources is plagiarism. You can quote other material if you cite it. There should be a **minimum of 13 static html pages, with an average of 100 word/page.**

Required elements and tips: Check out the OWL site for a complete list of the required elements and marking criteria for this final project. I'd recommend reading it before you even begin designing your site! Web Production projects will not be accepted after Apr. 6, without arranging an INC.

Land Acknowledgement

Western University is situated on the traditional territories of the *Anishinaabeg, Haudenosaunee, Lunaapeewak* and *Attawandaron* peoples who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation. In the region, there are eleven First Nation communities and a growing Indigenous urban population. Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).

Tentative Schedule (see OWL for the official schedule)

Week 1

- Elements of the web.
- How to critiquing a website
- How HTML works
- Writing Basic HTML (Brackets)
- File structure
- Using FTP (FileZilla)

Exercise 1: Create your homepage

Week 2

- Usability & UX
- Critique a site for usability
- Semantic HTML
- Semantic Tagging (Brackets)
- Images, Relative Linking & Jump Links (Brackets)

Exercise 2: Semantic Tags

Week 3

- Conceptual Design Process
- How CSS works
- Writing CSS (Brackets)
- The Box Model
- Lines, Colors, Fonts, Background Images (Brackets)

Exercise 3: Emulate a layout

Exercises 1-2 Due

Week 4

- Writing for the web
- Using CSS to create basic layouts (Brackets)
- Web typography (Brackets)

Exercise 4: Create a two-column layout

Exercise 5: Scannable text with original typography

Week 5

- Accessibility
- Floats & clearing floats (Brackets)
- Logos & image floating (Brackets)
- Linking Styles (Brackets)
- Compound CSS (Brackets)
- Rounded edges, drop shadows, CSS3 (Brackets)

Coding Quiz

Exercises 3-5 Due

Exercise 6: Create an original 3-col. Layout

Exercise 7: Robot Uprising

Week 6

- File Structure (Required Review)
- Externalizing CSS (Brackets)
- CSS style organization (Brackets)
- Horizontal menu (Brackets)

Exercise 8: Big Red Dot

Assignment 1: Web Proposal

Reading Week: Feb. 20-26

Week 7

- Drop Down Menu (Brackets)
- Using Dreamweaver's Templates (Dreamweaver)
- Suggestions for easiest building in Brackets (Brackets and Finder/Explorer)

Exercises 6-8

Relative Linking Quiz

Exercise 9: Excelsior Designs Mini-Site

Week 8

- Graphic Types
- Color Theory
- Photoshop Intro (Photoshop)
- Optimizing Graphics (Photoshop, Online Tools)

Week 9

- Adjusting Images (Photoshop)
- Refining Edges, Layer Styles, Filters (Photoshop)

Exercise 10: Hybrid Image

Week 10 – Bonus tutorials

- Responsive Design (Brackets)
- Responsive Images (Brackets)
- Accessible Dropdowns

Exercises 9-10 Due

Final Weeks:

- Work time on final project

NOTES FROM THE FIMS DEAN'S OFFICE

Winter 2023

Rights and Responsibilities

The conditions governing a student's ability to pursue their undergraduate education at Western are ratified by Senate and can be found on the Academic Policies section of the University Secretariat:

http://www.uwo.ca/univsec/academic_policies/rights_responsibilities.html

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Plagiarism

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software Turnitin under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system.

Accommodation Policies

Academic Accommodation

Students with disabilities work with [Accessible Education \(AE\)](#) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing.

Medical Consideration

Students who have medical grounds for academic consideration for any missed tests, exams, participation components and/or assignments worth **10% or more of their final grade** must apply to the Academic Counselling office of their home Faculty (for FIMS students this is [Undergraduate Student Services](#)).

Students are required to provided

documentation in the form of a [Student Medical Certificate](#). It will be the Dean's Office that will determine if consideration is warranted.

For work worth less than 10% of the final grade, the instructor will consider requests for academic consideration on medical grounds made in a timely manner in writing or during office hours. Such requests need not be accompanied by documentation. The instructor may decide to require documentation be submitted to the appropriate Academic Counselling office.

Students should also note that **individual instructors are not permitted to receive documentation directly from a student**, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation must be submitted to the Academic Counselling office of a student's home Faculty.**

Compassionate Accommodation

Academic accommodation (extensions, makeup tests and exams, additional assignments etc.) may be given to students on compassionate grounds. The situations for which compassionate accommodation can be given must be serious, including significant events such as death in the immediate family, trauma (fire, robbery, harassment, muggings, car accidents, etc.) or emergency situations. Documentation is required.

If a member of your immediate family is seriously ill, obtain a medical certificate from the family member's physician and submit the documentation to your Academic Counsellor.

If you have been involved in a severe accident, fire, or some other exceptional crisis, obtain a copy of the police report or be prepared to provide the necessary documentation upon request.

Generally, for deaths within a student's immediate family (parents, guardians, caregivers, siblings, spouses), bereavement leave is granted, upon provision of documentation. For deaths within a student's extended family, academic accommodation is given for one to three days, upon provision of documentation. Students seeking additional bereavement leave should contact their Academic Counsellors with valid documentation.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Advisor. Additional information is given in the [Western Academic Calendar](#).

Gender-Based and Sexual Violence

Western [is committed to reducing incidents of gender-based and sexual violence](#) and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence, you will find information about support services for survivors, including emergency contacts, [here](#). The gender-based violence and survivor support case managers are located in Thames Hall (3114-3127 office suite.) To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Support Services

Students who are in emotional/mental distress should refer to [Health and Wellness](#) for a complete list of supports.

SUPPORT SERVICES - LINKS

[FIMS UGSS](#): *academic advising; career services*

[Psychological Services](#): *Information about accessing mental health supports*

[Medical Services](#): *Student health related services*

[Office of the Registrar](#): *Financial Information, Timetable, Exam Schedules, Academic Calendar Information*

[Academic Support and Engagement](#): *Central Academic Supports, including Writing Centre, Learning Development, Transition and Leadership Supports, and Careers and Experience*

[Accessible Education](#): *Assessment and recommendations for students with disabilities*

[Accessibility Information](#): *Information to help support barrier free access, including floor plans, accessible washroom locations, service disruptions etc.*

[Indigenous Student Services](#): *Includes information about financial support, indigenous self-identification, orientation, and tutor support*

[Western International](#): *Information and support for international students and students seeking to go on exchange*

FIMS Grading Policy

FIMS Undergraduate programs now have the following class average policy:

First year courses required for entry into an MIT or MPI module (MIT 1020E and MIT 1025F/G) are expected to have a course average between 68-72%.

Second year required courses (MIT 2000, 2025, 2100, 2200, 2500) are expected to have a course average between 70 and 75%. The third year required (MIT 3100) is expected to have a course average between 72 and 77%.

Elective courses and 4th year seminars have no recommended course averages.

Appendix A: Suggested Grade Ranges in MIT, MPI and MTP

Guidelines to the MIT Grade Range

These guidelines are benchmarks, and are not to be followed as rigid regulations. They will be adjusted as appropriate to take into account the level of the course and any specific instructions given by a professor. As well, competency in English language usage (including spelling and grammar) may be taken into account in the assignment of grades by individual instructors. Note that the 70-79 grade range is broken into two divisions, as this is the grade range into which a large number of students fall.

90-100 (Outstanding, A+)

The report shows sparkling originality and exhibits a high degree of critical analysis of the topic. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the writing and background research is exemplary.

80-89 (Excellent, A)

The report shows originality and exhibits a high degree of critical analysis of the topic; it gets to the heart of the matter with comments and/or questions. It is clearly focused and logically organized. The quality of writing makes the report immediately understandable. Mastery of complex material and ideas is demonstrated. The report is of appropriate length, while preserving the priorities and emphasis of the material, so that the result is meaningful, not simplistic.

75-79 (Very Good, B+)

The report shows above average analysis, critical thinking and independent thought. Claims are supported by ample evidence and the components of the topic are well-researched and presented. The topic is addressed in reasonable depth and/or breadth and covers material appropriate to the course. The analysis is organized around focal points and the argument is easily followed. The report demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material.

70-74 (Good, B)

The report shows an attempt at analysis and critical thinking. Claims are supported by reasonable evidence. The topic is addressed in some depth and/or breadth, with references to the appropriate literature and course material. The analysis is organized around focal points. The report is generally well written and well argued.

60-69 (Competent, C)

The report demonstrates adequate comprehension of the topic. The report is on topic and is a reasonable summary of material covered in the course, but goes no further. Facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the report.

50-59 (Marginal, D)

The report shows less than adequate comprehension of the topic and of the material covered by the course. The report is a less than adequate summary of sources and/or is considerably off-topic. Facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the report.

Below 50 (Unacceptable, F)

The report demonstrates a failure to comprehend the topic. The material is disorganized and unintelligible. The report clearly does not meet the minimal requirements of the assignment.

Appendix B: Guidelines of Academic Appeals for FIMS Students

Grounds for Appeal:

The Faculty of Information and Media Studies does not view the appeals process as an opportunity for students to solicit a second opinion on a grade assigned to a particular piece of work. Appeals must pertain to the final grade in a course, and will only be entertained if sufficient grounds for appeal can be met, including: medical or compassionate circumstances, a defect in the evaluation process, bias, inaccuracy or unfairness.

Stages in the Appeals Process:

The first stage of the process is a discussion of the disputed grade with the appropriate Teaching Assistant (if applicable), and subsequently, the course Instructor. For grades assigned to individual assignments, essays, lab reports, projects and tests completed throughout the term, the student first must appeal to the Teaching Assistant or Instructor of the course, within three weeks of the date on which the Instructor or Teaching Assistant returned the assignments to the class. The Appeals Committee will not hear any further appeals about the final grade in any course unless this first step has been taken.

If completion of the first stage has not resolved the matter, the student may appeal the final grade in the course to the FIMS Appeals Committee. Appeals of final grades must be **within the time frame indicated in the Undergraduate Calendar.** It is the student's responsibility to ensure that the appeal is submitted within the deadline. The student shall submit a formal letter to the FIMS Appeals Committee outlining the grounds for the appeal, the remedy sought and relevant materials including the information about when and with whom (Teaching Assistant and/or Instructor) the student met, as described in Stage 1. If the appeal involves a request for work to be regraded, the original marked work and a clean copy (if possible) must be included. If the appeal is commenced once the deadline has passed, it will not be considered either by the Appeals Committee or by the Associate Dean.

The FIMS Appeals Committee has the discretion to determine whether the grounds for appeal have been met.

If the Committee deems that the reasons for the appeal are not legitimate, the Associate Dean will be informed. The appeal will be terminated and the student will be informed.

If the Committee decides that the grounds for appeal have been met, the following steps will be taken:

1. the course Instructor will be shown the appeal letter and offered an opportunity to make a written response;
2. if work is to be regraded, a reader will be appointed who is competent in the area in question and was not involved in the assignment of the original mark. The reader will consider the work in question and will arrive at an independent evaluation. If there is a large discrepancy between the original mark and the regraded mark, a second reader may be appointed by the Committee. **If the appointed reader(s) arrive at a grade within five marks of the original, the original grade will stand.**

The FIMS Appeals Committee will review the evidence and will make a recommendation on the case to the Associate Dean Undergraduate.

The Associate Dean Undergraduate will consider the recommendation from the Appeals Committee, and will make a decision. The student and the instructor will be notified promptly and in writing by the Associate Dean of the decision and of the change in grade, if any. Within the Faculty of Information and Media Studies, the Associate Dean's decision on the matter is final.

Further appeals are possible under certain circumstances to the Senate Review Board Academic (for Undergraduate students) or to the Faculty of Graduate Studies (for Graduate students) but the student should carefully consult the guidelines regarding such Appeals.