

GDES 351 / Web Design

Summer 2018

UTR 9:45am - 10:15am

Liberal Arts Building / Mac Lab B311

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Office Hours: By Appointment

AUK Mission Statement

The American University of Kuwait is a liberal arts institution, based on the American model of higher education, dedicated to providing students with academic knowledge and personal growth experiences designed to enhance critical thinking, effective communication skills, and a sense of moral and ethical responsibility. AUK envisions life-long learners with the potential to become leaders devoted to intellectual, cultural, and humanitarian diversity.

Mission Statement for the Art and Graphic Design Program

The Graphic Design program offers students the opportunity to pursue a degree emphasizing a balance of theory and practice in the art and science of visual communication. The program emphasizes critical thinking, analysis and problem solving through the teaching of design history, methodology and technologies. Students cultivate cultural and aesthetic sensibilities for a diverse, global, professional market.

Course Introduction

This course illustrates the uses and potential of the Internet as a medium of communication. It uses a hands-on approach to examine production skills including creation of content for the web by developing pages for the World Wide Web as well as the incorporation of streaming media and other rich content.

Course Goals

In this course, students will investigate the Internet as a medium of communication, self-expression and interaction.

They will learn how to create both static and dynamic websites.

They will examine production skills including creation of content for the web by developing pages for the World Wide Web.

They will also learn how to incorporate rich content and streaming media into their webpages.

Course Learning Outcomes

By the end of this course, students will be able to:

- Demonstrate thorough understanding of how the Internet works, and manage hosting plans and domain registration.
- Design and create static websites using Adobe Dreamweaver, through the development of pages, links, tables and Div Tags.
- Utilize HTML5 and CSS3 to build and format webpages using Adobe Muse
- Design and create dynamic websites, CMS and blogs using Joomla.
- Utilize and configure open-source Modules and Components.
- Design and create rich media content for the World Wide Web using Adobe Animate.

Required Materials

Students must come to class with the following materials:

Sketch book; USB Flash Drive

Suggested Books

Adobe Dreamweaver CC Classroom in a Book

Adobe Animate CC Classroom in a Book

Adobe Muse Classroom in a Book

Joomla! Explained

Attendance

In the AUK catalogue 2013 – 2014, it is stated that:

- Students who, during a semester, miss more than 15% (2 ½ weeks), of the class sessions (or the equivalent in the summer semester), the instructor will inform the Academic Advising Center (undeclared students) or the appropriate Division Head (declared students) who will advise the student to withdraw from the course. A student who has not withdrawn by the formal official date (see withdrawal p. xx) will receive a final grade of "F" for the course.
- A student who misses classes, laboratories and/or required fieldwork is responsible for the work that is covered, and for any announcements that are made, during his/her absence.

Disability Accommodations:

If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in front of Gate 2 at the earliest with the understanding that all disability-related accommodations require registration with the Counseling Center and are not applied retroactively.

Evaluation Criteria

Projects assigned during the semester will be based on the techniques and principles demonstrated in class. There will be class time to work on some of these projects, but expect to work approximately four to six hours a week outside class time to complete the project and/or homework.

Late assignments will be marked down one full letter grade per day late. After 4 days no credit will be given.

| | |
|------------------------------|------------|
| Practice Assignments | 15% |
| Dreamweaver Site | 15% |
| Muse Site | 20% |
| Adobe Animate project | 20% |
| CMS Site | 20% |
| Class Participation | 10% |

Project grading will be based on the following criteria:

Technical

- a) Understanding and ability to use techniques demonstrated in class
- b) Ability to follow all directions given
- c) Use of assigned techniques in project
- d) Attention to detail including spelling, accurate content, etc.
- e) Project handed in on time

Creative:

Attractive, clean work

Demonstration of creative thought

Other criteria may apply depending upon the project. Failure to follow project instructions, lack of required elements, typographical errors, etc., will result in point deductions specified for each project.

Grading System

| | | |
|---|--------|--------------|
| A | 90-100 | Outstanding |
| B | 80-89 | Very Good |
| C | 70-79 | Satisfactory |

A "C" (70%) is the lowest grade. It does not involve an academic restriction or penalty.

Grades in the following range are a recommendation to repeat the course:

| | | |
|---|------------|---------------------------|
| D | 60-69 | Must Repeat |
| F | 59 or less | Failure; no credit earned |

Letter Grade Explanation

An "A" is the highest grade possible to achieve at AUK. An "A" is not automatically awarded to the highest grade in the course. An "A" in the course reflects a student's outstanding performance on assignments and exams as well as attendance and conduct. This grade

denotes comprehensive mastery of course learning outcomes and their integration with previously learned material. An "A" student is usually one who proactively presents originality of thought, independent creativity, and insightful reasoning above and beyond that of his or her peers.

A "B" in the course represents excellent achievement within the course, demonstrating an understanding of concepts with a presentation of work within high standards. This student is an active participant in the class and frequently demonstrates leadership qualities, such as originality and critical inquisitiveness.

A "C" in the course represents satisfactory work, demonstrating a basic comprehension of the material presented as well as basic achievement of course learning outcomes. This grade implies that the student has met the minimum standards necessary to pass the course. The students must have a minimum cumulative GPA of 2.0 to graduate from AUK.

A "D" in the course represents substandard work done for the course. This grade implies the student has a limited understanding of the course material and concepts and does not

Academic Dishonesty
Including but not limited to the following:

Cheating

The term "cheating," includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when specifically prohibited from doing so by the instructor, looking at and/or copying text, notes or another person's paper during an examination when not permitted to do so.

Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This display leadership in thought. It signifies that the coursework falls below the acceptable standards in quality and quantity. A "D" is a passing grade for some GE courses that are not required for the Major.

An "F" in the course represents work done that has not met the standards set by the course and by AUK, incomplete comprehension of the material, and incomplete submission of materials required for the course. An "F" is a failing grade.

NOTE: Grades are not negotiable.

Academic Honesty

All students must adhere to the American University of Kuwait Code of Conduct
http://www.auk.edu.kw/about_auk/code_of_conduct.jsp

Cheating will not be tolerated. Any student copying, talking or other forms of cheating during a quiz or exam will receive a zero for that work. Homework and out-of-class assignments should be in your own words and not copied from another source. See insert from the AUK catalogue. University Policy concerning Academic Honesty and Integrity can be further studied in the AUK catalogue.

Violation of Academic Honesty and Integrity

includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student. Some forms of dishonesty are detailed below.

Plagiarism

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts, regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work.

Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.

Individual academic departments may provide additional examples in writing of what does and does not constitute plagiarism, provided that such examples do not conflict with the intent of this policy.

ALL IMAGES USED FOR THE PURPOSES OF ASSIGNMENTS AND PROJECTS MUST BE CITED

Dishonesty in Papers and Projects

Projects submitted in courses must be the original work of the student with appropriate citations and references. Papers or other reports prepared by another person or purchased from another person or company and submitted as one's own work is a violation of academic honesty.

Work for One Course Submitted for Another

Work submitted for one course may not be submitted for another. It is a violation of academic integrity to submit the same work in more than one course. The incorporation by students of past writing or research into current projects must be clearly indicated.

Falsification of Data

Deliberate falsification of data for coursework, research papers or projects and other academic activity is a violation of academic integrity.

Inappropriate Collaboration

Working and collaborating with a fellow student or others without acknowledging their assistance is a violation of academic integrity.

Dishonesty during Critiques and Projects

This includes the use of unauthorized materials, receipt of information and/or answers from others during the examination, or the transferal of unauthorized materials, information or answers to another student.

Course Outline

Week 1:

- An overview on the Internet
- HTML, and Dreamweaver
- Links, media

Week 2:

- CSS, and div tags.
- **Launch of Dreamweaver Project**

Week 3:

- CSS, and div tags.
- Introduction to Adobe Muse, working with pages.

Week 4:

- Adobe Muse, text, color and hyperlinks
- Adobe Muse, Menus
- **Dreamweaver Project Due**
- **Launch of Muse Project**

Week 5:

- Adobe Muse, Widgets
- Adobe Muse, parallax scrolling
- Adobe Muse, responsive sites

Week 6:

- Introduction to Adobe Animate, Content for use in Animate
- Layout and Animation in Animate
- Animation, timeline and tweens
- **Muse Project Due**
- **Launch of Animate Project**

Week 7:

- Animation in Animate, Symbols
- Interactivity in Animate, Action Scripting Vs HTML5
- Web fonts and responsive animations in Animate
- Publishing and fusing Animate projects into HTML pages

Week 8:

- Introduction to CMS and setup of Joomla.
- Creating categories and articles in Joomla!
- Creating menus in Joomla!

- **Animate Project Due**
- **Launch of Joomla! Project**

Week 9:

- Templates, formatting articles and display options.
- Modules and components.

Week 10:

- **Joomla! Project Due**