

GRA 447.2

NEWHOUSE MILITARY WEB PROJECT

PROFESSOR

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Office Hours: W | TH 3:30–5:30

[Best way to reach me is e-mail]

■ CLASS FILE SERVERS

SolarNH: We'll be using the SolarNH server in order to test files and web pages built in class. Any assignments will be handed in via this server as well.

LOGIN INFO: (To Be Announced)

■ REQUIRED

Interact With Web Standards

A Holistic Approach to Web Design

Provided by Nancy Austin

Lynda.com Subscription

Photoshop CS5 for the Web

Web Design Fundamentals

CSS Fundamentals

CSS: Core Concepts

Web Site Planning and

Wireframing: Hands-On Training

■ SOUL FOOD:

"The Journey is the Destination:

The Journals of Dan Eldon"

No man can reveal to you aught but that which already lies
half asleep in the dawning of our knowledge.

KHALIL GIBRAN
THE PROPHET

There is a gap between the production of an idea and its reception. The audience is likely thousands of miles away and surrounded by other messages. How do we establish a reconnect between the original concept and its final recipient? How do we cut through the clutter of visual information hitting us every day? How do we account for cultural differences? This class will address those questions and give you the tools to bring ideas to life and connect those ideas to people.

The overall goal, as you know, is to make a site live at the end of the semester that successfully provides a framework for the work you'll be doing with your health care stories. We'll combine text, audio, video, photos and graphics to create a powerful user experience and you'll be the ones designing and developing the final pages. It is a lot to learn and a lot to do in a short amount of time. However, if you are prepared to work hard and push yourselves past the learning curves you'll encounter, I can guarantee you that you'll be showing off a site you're proud of in May.

The course will emphasize design, information architecture, interactivity, communication and unique/progressive multimedia assets and will guide you along the cutting edge interactive communication.

Student Learning Outcome

- To expose you to the framework of web design and development at basic and intermediate levels.
- To provide knowledge and expertise in developing for the web using XHTML & CSS and Content Management Systems, and to expose you at a basic level to web technologies that enhance user experiences such as Flash and jQuery.
- To have a clear grasp of Search Engine Optimization (SEO) and usability standards used in the development of web sites.
- To foster your ability to critically analyze web sites and their functionality. Your power as an effective communicator is directly correlated with your ability to understand and critique the power of visual and verbal messages. With your eyes open you can see the impact of web design and functionality on our everyday lives.
- To complete a fully functional web site for the class project that showcases your work telling stories about the current state of health care.
- To give you the tools to be able to develop and design your own web site.

CLASS WORKLOAD

Because many of you will be working with unfamiliar software and technologies be prepared for projects to take much longer than you expect, plan ahead. While dealing with a wide variety of technologies it's easy to get lost, however there is hope! We will be tapping into many existing resources to help bring concepts to life.

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SUPPLIES

We'll need you to bring your school-provided laptops to each of our classes. We'll be working off them using Dreamweaver, Photoshop and other programs throughout the semester.

LYNDA.COM

We will be using lynda.com as one of our visual textbooks for this course. Please be on the lookout for an e-mail invitation from lynda.com.

CLASS RULES

Please turn off your cell phones when arriving to class. I will have mine off, and so will you. Please also take care of your personal business before entering class. Leaving in the middle of lecture is disruptive to your fellow students and to me. I do understand however in the event of emergencies or unforeseen circumstances.

ATTENDANCE

You are expected to attend all class meetings. Our discussions and class exercises are critical aspects of your success in this course.

If you can't make a class for a very extreme circumstance, it's important to let me know as soon as possible. I'll make sure you get any information, assignments, and handouts you missed. Missing class to shoot for your stories is unacceptable and you should plan accordingly to work on the stories on other evenings.

Remember that while learning the software is very important, the programs are only a tool in producing a compelling, informative experience for the user.

A LOT OF LEARNING TO BE HAD

We will go over a great deal during the semester, however we can't cover all the answers during class time. As with life, most knowledge gained is self facilitated. Learn to love the Google and share the answers to common questions on our class blog.

MAJOR PROJECT (WEB SITE DESIGN & DEVELOPMENT) | (65% OF FINAL GRADE)

The web site we're creating is the main way that your effort in the class will be assessed. It's very important that we all work together to pull this web site off and accordingly some of the work that you'll be graded on will be part of groups or teams. Your grade for the final web site will be determined by the following breakdown:

Sites Critique/Site Architecture	5%
Design Options (Home & Secondary Page)	20%
Work as part of Development Team	20%
(Team Assigned by Instructors)	
Final Completion of your Specific Part of Site.....	20%

MINOR PROJECTS | (15% OF FINAL GRADE)

Throughout the semester you will be asked to do work outside of class and in class to help you understand concepts we've discussed or to help in creating the final web site for the project. This includes your reading, bringing in web sites for discussion and working on assigned homework. A lot of this will be weighted heavily at the beginning of the semester and will let up as work on the project takes over in the weeks after spring break.

CLASS BLOG | (10% OF FINAL GRADE)

You have been invited to join our class blog and are required to post and respond to your classmates posts throughout the semester. We're considering the telling of the story of how we create the web site as part of the overall story and it will become part of the larger web site. Posts will be required weekly and comments will also be required if you don't take the initiative to create discussions naturally.

CLASS ATTENDANCE AND PARTICIPATION | (10% OF FINAL GRADE)

The lectures and lessons for the class are designed to be open forums for discussion. While some material will warrant more direct lecturing, for the most part we will be engaging in conversation and exercises regarding web design and your project throughout the semester. Your attendance to our meetings is mandatory and your failure to fulfill this requirement will result in a deduction in your final grade. Be prepared to speak your mind in class and review the guidelines for critiques and discussion in the sidebar.

DEADLINES

Deadlines are a part of life and are certainly an absolute in the communications industry. This class is run on **strict deadlines so plan accordingly**, your deviance from stated deadlines will be met with a deduction in your grade for that project. This includes in-class assignments and projects that you are assigned to complete on your own.

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CLASS BLOG

blog-2010.newhousemilitary.org

In an effort to involve yourself in the world of web design and to begin to develop a database of sites and functionality that can help in the development of our site you will all be engaging in discussions through use of a class blog.

During each week you will post entries into this blog including a description of the process of learning code, shooting stories, editing your content as well as interesting aspects of your research. To foster and encourage discussion you will also be commenting on your colleagues posts each week.

Your posts will be graded based on your adherence to deadlines and the quality of the content you post.

Projects that are more than **10 minutes late** at the beginning of class will be considered past deadline and your grade for that project will be marked down 1 letter grade.

If extenuating circumstances are the cause of you turning in a project late, please **speak with me as soon as possible**. I cannot say with certainty that I will accept your reason for turning in the project late, but I will listen to what you have to say. This discussion needs to happen before a project deadline though, not after. I can be reached via email and in my office hours to speak with you about these situations.

PARTICIPATION

The discussions we will have in class are key to your understanding of design. Be prepared to speak your mind and review the guidelines for critiques and discussion in the sidebar. This will make a big difference in your final grade.

FLEXIBLE SYLLABUS

I reserve the right to revise this syllabus as need requires, or based on our pace this semester. Plan on this.

ACADEMIC INTEGRITY POLICY

The Syracuse University Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the Policy and know that it is their responsibility to learn about instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signature on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort.

Syracuse University sets high standards for academic integrity. Those standards are supported and enforced by students, including those who serve as academic integrity hearing panel members and hearing officers. The presumptive sanction for a first offense is course failure, accompanied by the transcript notation, "Violation of the Academic Integrity Policy." The standard sanction for the first offense by a graduate student is suspension or expulsion. Students should review the Office of Academic Integrity online resource "Twenty Questions and Answers About the Syracuse University Academic Integrity Policy" and confer with instructors about course-specific citation methods, permitted collaboration (if any), and rules for examinations. The Policy also governs the veracity of signatures on attendance sheets and other verification of participation in class activities. Additional guidance for students can be found in the Office of Academic Integrity resource: "What does academic integrity mean?"

For more information, visit the Syracuse University Academic Integrity Office:

<http://academicintegrity.syr.edu/>

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CRITIQUES & DISCUSSION

These will be a vital part of each class. No person is an island unto themselves. In the classroom we have a wealth of diverse ideas and experiences; we'll be tapping into that strength during class as each of you share your work. Critiques will occur in class and online for each project, be prepared.

This is a subjective world and a subjective medium and this is also a class. Liking or not liking something is OK, but I expect you to use the vocabulary you are learning in our discussions.

Do not disrespect your fellow students in your discussions. You will find that any attempts to belittle, or humiliate another person will not be tolerated.

The fundamental thing to keep in mind is that the suggestions of others and those you make should be meant to show another side to an existing thought. Suggestions to make improvements to a design are encouraged and will help your fellow students a great deal.

PERSONS WITH DISABILITIES

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), 804 University Avenue, Room 309, 315-443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities "Accommodation Authorization Letters," as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Our community values diversity and seeks to promote meaningful access to educational opportunities for all students. Syracuse University and the Newhouse faculty are committed to Your success and to supporting Section 504 of the Rehabilitation Act of 1973 as amended and the Americans with Disabilities Act (1990). This means that in general no individual who is otherwise qualified shall be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity, solely by reason of having a disability. For further information, see the ODS website, Office of Disability Services at <http://disabilityservices.syr.edu>. Telecommunications Device for the Deaf: 315-443-1371; email: odssched@syr.edu.

You are welcome to contact me privately to discuss your academic needs although I cannot arrange for a disability-related accommodation.

USE OF STUDENT WORK (FERPA)

I will use academic work that you complete this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your permission.

To help you get a sense of each project, I usually show examples of previous student work that I found to be successful. I will also use academic work that you complete this semester in subsequent semesters for educational purposes; however, before using your work for that purpose, I am required to get your written permission or I will render your work anonymous by removing all your personal identification. If you do not want your work to be shown for any reason please contact me and I will be sure not to include your work in this manner.

DATE	TOPIC/ ASSIGNMENTS	ASSIGNMENTS	WHAT'S DUE?
Mon. 1/23	Course Introduction; Operation World Domination Syllabus Review & Introductions. What is web Design? Basics of Web Design. Roles of a Web Designer. Class Blog. Survey Monkey.	Project Based Website Critique Interact with Web Standards : Chapters 1-4	
Mon. 1/30	Design Deliverables Overview Go over winning set of deliverables from Spring 2011 class. Research, Mood boards, creative briefs, site maps, wireframes MAJOR PROJECT WORK: Discussion of Final Class Site; Define user types, work on information architecture (IA)	Major project IA and Creative Brief IWWS (interact): Chapters 5-7 Lynda.com Website Fundamentals	Website Critique
Mon. 2/6	Finish Design Deliverables Overview Mockups, Functionality Doc, Style Guide, photoshop intro MAJOR PROJECT WORK: Discussion of Final Class Site. Work on creative brief, continue IA	IWWS (interact): Chapters 8-9 Major project: Fuctionality Doc Lynda.com Photoshop CS5 for the Web	Major project Creative Brief and IA
Mon. 2/13	The Look & Feel; Designing a Site Using Photoshop Sketching, typography, wireframes Introduction to Photoshop and Web Design MAJOR PROJECT WORK: Discussion of Final Class Site.	Major project Wireframes IWWS (interact): Pages 233-236; Pages 449-466 Lynda.com Web Site Planning & Wireframing	Major project Functionality doc
Mon. 2/20	The Look & Feel; Designing a Site Using Photoshop Grids, sourcing material, consistency and naming convention	Major project Mockups IWWS (Interact): Chapters 22 & 23	Major project Wireframes
Mon. 2/27	Web Design mockups and Photoshop continued Making a rollover using images, presentation and package review PROJECT WORK GOAL: Defining the Pages and Functionality of the final project site.	Major project: Mockups Lynda.com Photoshop CS5 for the Web	Major project Mockups, first stab
Mon. 3/5	Review/Critique... Frankenstein. PROJECT WORK: Presentation of Designs to Class; *Selection of Look & Feel for Project Site	Lynda.com Web Design Fundamentals IWWS (interact): Chapters 10-13	Major project Mockups and Final Revised Package of all Deliverables
Mon. 3/12	Spring Break, No Class		
Mon. 3/19	HTML and CSS: Introduction to tags, how to write HTML and CSS code, basic text & formatting, images, and links; Building tables in HTML. Using, creating and linking to CSS files. PROJECT WORK: Design the Look of our site; In Class Workshop to Develop Design	IWWS (interact): Pages 236-249; 15-17 Lynda.com CSS Fundamentals	Major project Detailed deadlines for content and site development will be handed out separately.
Mon. 3/26	HTML and CSS Continued Defining a site using Dreamweaver CS5	IWWS (interact): Chapters 19-21 Lynda.com CSS: Core Concepts	
Mon. 4/2	Cascading Style Sheets (CSS): In-depth, learning Cascading Style Sheets	IWWS (interact): Pages 466-479	
Mon. 4/9	CSS3, jQuery and HTML5: Introduction		
Mon. 4/16, 4/23, 4/30	In-class lab Work on project web site. Beers on 4/30 after class.		