HOLY NAMES UNIVERSITY COURSE SYLLABUS

Instructor Name: Anya Zinoveva, MA, ALM, PMP

Instructor Contact Information:
> *Canvas messaging is the best way to contact me. For help with the course projects, you can set up an appointment to talk by phone or web conference.*
> *zinoveva@hnu.edu 818-481-0169 (Please text me first. Identify yourself and the course).*
> *Student Hours: Fri 6:00-6:30pm, or by appointment (Zoom)*

COMM 121: Web Design, *4 Units*
FALL 2022
Online with optional Zoom meetings. **Meeting ID: 921 1492 0457 Passcode: hawks**

Course Description: *Design, implementation, and evaluation of online projects that combine various media such as graphics, audio, video, plain text and hyperlinks. Includes use of Dream Weaver and web page authoring. It is recommended that the students take ARTS 115 before taking COMM 121.*

Learning Outcomes for Course:
This online synchronous course introduces students to visual aspects of web design. Topics covered include an introduction to web usability, accessibility, layouts, interactivity, and the collaborative nature of web design. As a final project, each student will produce a mobile-responsive website and publish it online.

Hand-coding: *Students will be able to demonstrate the use of HTML and basic CSS for creating a web page.*
UX Design: *Students will be able to plan and develop web content based on the business goals, define the target audience, and evaluate the efficiency of a website.*
File Management: *Students will be able to demonstrate the ability to correctly organize files on a local server, upload files to a remote (web) server, and maintain all content and functionality.*
Content Management Systems: *Students will be able to install and customize WordPress and select CMS for a web project.*

Recommended pre-requisites: ARTS 115 Computer Graphics (4).

Recommended classes: ARTS 117 Intro to Digital Filmmaking (4), BSAD 160 Principles of Marketing (3), BSAD 161 Consumer Behavior (3)

Required Materials:

Free Code Editor: Visual Studio Code or anther editor of your choice.
Adobe CC subscription (approx. $170 or $20/mo). HNU will provide free license for this semester.
Digital Storage Device (Google Drive or Dropbox) or flash drive
Domain registration (approx. $1/mo at GoDaddy, free at NameCheap for students).
Hosting Account (starting at $1.58/mo at NameCheap, or a hosting provider of your choice.)
You will need a domain and hosting by Week 5.

Recommended Text:

Before You Code by Jen Kramer (Author), Heather O'Neill (Author)
ISBN-13: 978-1732890633 (Starting at $26.84 on Amazon (paperback) or $9.99 (Kindle))
You can check out BYC at HNU library.

Don't Make Me Think: A Common Sense Approach to Web Usability New Riders, 3rd Edition (January 3, 2014) by Steve Krug
ISBN-13: 978-0321965516 (Starting at approx. $26.61 on Amazon (paperback) or $16.20 (Kindle))

Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, O'Reilly Media, 5th Edition (May 29, 2018) by Jennifer Niederst Robbins (Author)
ISBN-13: 978-1491960202 (Starting at approx. $45.00 on Amazon (paperback) or $9.99 (Kindle))
You can check out the LWD at the HNU library.

Course Requirements:
Class participation requires completion of exercises and assignments, quizzes, reading materials, discussions, blog journal, and Final Project. Please consult the instructor regarding extra credit.
Lab time: 6-12 hours/week.
Attendance is mandatory, and it will be factored into the final grading. In online asynchronous class, it means logging into Canvas on a weekly basis to submit the assignments. Participation requires weekly homework. It is very important that you plan your week to give you sufficient time to complete all work. All activities are due by midnight on their corresponding due date.

Staying Informed
I will use the announcements feature in Canvas to remind you of upcoming requirements. Please Log in a minimum of 3 times a week so you don't miss any important and timely information. You should check into Canvas & your HNU email multiple times a week. Reliable internet access is extremely important.

Contacting Me:

I generally check my email several times a day during the week and once or twice during the weekend. Please plan ahead – if you email me at 11:30 pm the night an assignment is due it is very unlikely you will get a timely response. Cell phone for texting: 818-481-0169 (please identify yourself and the class).

About the Instructor

I'm a web developer, multimedia designer, filmmaker, and the founder of Educational Film Network. My professional background includes web design, film making, and fine art (painting, drawing). You can find more information about my work at anyazinoveva.com

I teach Digital Art, Web Design, and Web Animation courses. My academic background includes both a Bachelor of Arts in Graphic Design and Video and an MA in Video | Digital Art from California State University, Northridge. I also hold Web Technology Certification and Back-End Web Programming Certification at Harvard Extention School and Project Management Professional certification from the Project Management Institute (PMI). I also hold Master's in Liberal Arts in Digital Media Design at Harvard Extension School.

Outside of work, I love taking walks in the park with my little rescue dog Ray.

I love web design and digital media, and I hope to share my passion with you. To do well in this class, you should approach it with enthusiasm and professionalism: think of your projects as an opportunity to land that dream job! In addition to lectures, labs, and reading assignments, the class requires a descent amount of homework.

Instructor Commitment Statement

I want to see everyone succeed and grow professionally, and I will make every effort to help you achieve your goals. Of course, teaching and learning is a two-way process, and you have to make an honest effort to help me help you. Please communicate with me if you need extra help or extra time on your project.
Web Design is fun, as long as you allow time for yourself to be creative and explore the ideas. You will achieve professional-level work in this class, but it does require a weekly effort. Whether you take this class to develop your online business idea or prepare a professional portfolio for a job application, I hope you enjoy the journey. Everyone comes here with a unique background, and this is what makes design so interesting. Each project is unique, and every designer/artist finds his/her own audience. In our class community, I encourage you to provide sincere and positive feedback, to create a relaxed and happy learning environment. Sharing is caring!

Class participation, Schedule and Pace:

Web Design is collaborative and problem-solving in nature, which is why participation is essential in this class. Online discussions count toward your coursework. Critical thinking is an important component of learning web design.

We will go through the course in modules. We cover 1 module per week. The first week also includes an additional introductory module. Each module contains:

- Video lectures
- Required readings and assignments
- Discussion/Activity
- Quiz
- Survey

Note: Everything you need for that week will be 'housed' in the module. To access course modules, click modules on the left navigation bar.

All assignments are due by midnight on their corresponding due date. It is very important that you plan your week to give you sufficient time to complete all the work.

We will be using Canvas extensively for assignment submissions, grading, attendance, and discussions. I will use the announcements feature in Canvas to remind you of upcoming requirements. Please Log in a minimum of 3 times a week, so you don't miss any important and timely information. It is your responsibility to make sure you have access to the internet.

Methods of evaluation

Final Project - 70%;
Discussions – 10%,
Quizzes – 15%,
Surveys – 5%,
Extra Credit: 10%

Final Project (subject to revision):

Business Website, Personal Website or Blog

Due Dates:

Final Project Presentation – Dec. 10
Please see course schedule for additional due dates.

Policy regarding extra credit work, make-up work, late work, absences:

Extra Credit (up to 10%) can be earned by submitting either (1) Blog with 5 substantial posts (2) a website or a web project for a non-profit organization, or (3) a 3-page research paper on a famous web designer or a leader in the web industry, or (4) redesigning an ineffective, outdated website.

Late Work/Makeup-Up Work: Late work is accepted with a 10% grade reduction. If you are running late because of a personal emergency, please let me know. For example, if you were hospitalized for a few days and didn't submit the work, you will receive an extension.
Additionally, you will have 6 late passes (2 for the projects, 2 for discussions, and 2 for the quizzes). It means I will drop your lowest score, no questions asked. If you have a technical difficulty with your assignment, I highly recommend attending student hours: you can share your screen, and I will be able to help you if you get stuck.

Absences: More than three unexcused absences will lower the grade by one letter grade (for example, B instead of A). Exceptions will be made for documented emergencies. In online asynchronous class, attendance constitutes submitting assignments.

Academic Honesty Statement:

The University considers honesty vital to its academic life. Therefore, it requires that students learn and abide by the standards of honesty expected in an academic community. See the University catalog for further clarification on this point. In general, academic honesty requires that students: (1) submit work that is clearly and unmistakably their own; (2) properly represent information and give adequate acknowledgement to all sources that were used in the preparation of an assignment; (3) neither seek, accept, nor provide any assistance on tests, quizzes, and/or assignments unless explicitly permitted to do so by the instructor.

Attendance Policy:

Regular attendance at classes is not only expected but considered essential for successful academic work. A student with excessive absences may receive a grad of F. Excessive absences are those which exceed the number designated in a class syllabus or total more than one-fifth of the scheduled class hours. The student must assume full responsibility for work missed because of absence, including additional work assigned to compensate for the absence. Students will not be permitted to register for classes that overlap in meeting times and result in accumulated partial absences.

Drop/Add/Withdraw/Incomplete Deadline Appeals:

See the academic calendar for all deadlines. As of Fall Semester, 2016, any deadline appeal application must be submitted within two weeks of the missed deadline (e.g. Drop/Add/Withdraw/Incomplete Contract).

Disability Support Services (DSS):

HNU strives to be inclusive, accessible, and in compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act by ensuring that reasonable accommodations are made for students with disabilities. The Disability Support Services office facilitates accommodations through a process of intake, documentation, and approval. To request accommodations, please contact the DSS Coordinator at 510-436-1394 or dss@hnu.edu. Students already registered with DSS should present their letters of accommodation to faculty at the start of term or as soon as possible in order to ensure that needs are met.

Email Communication Statement:

The Family Educational Rights and Privacy Act of 1974 (FERPA) requires careful protection of a student's academic record. This record includes materials and communications regarding grades, degree planning, performance, assessment, and most other matters documented or discussed between a student and faculty member. One method we use to ensure that the student – and only the student – is reading email correspondence from HNU faculty, staff, or administrators is to require the student to use her/his password-protected HNU email account when communicating regarding school-related matters. For similar reasons, we also require that faculty use their password-protected HNU email accounts when communicating with students or with other HNU personnel regarding student academic matters.

Student Privacy Statements (Zoom)

- Instructors can use Zoom to record class sessions.
- If an instructor uses Zoom to record a class session, Zoom provides audio and visual indicators to inform you when the recording starts, stops, is in progress, and is paused/un-paused.
- You may not yourself record a class session.
- Links to class session recordings, if available, will be posted in the Canvas course webpage.
- Links to Zoom class session recordings will be removed at the end of the academic term.
- Links to Zoom class sessions will not be shared beyond students enrolled in the course unless the instructor has obtained written consent from recording participants, and has removed non-consenting participants so that they are unidentifiable.
- You may not disclose the link to/URL of a class session recording, or copies of recordings to anyone, for any reason. It is available to your class only.
- You have the option to appear in an audio-only mode, such that your webcam is disabled during the class.
- You have the option to access Zoom class sessions under a pseudonymous username.
- In order to facilitate class participation, you are expected to communicate your pseudonym offline to your instructor.

Credit Hour:

A credit hour (unit) is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semesters, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Failure to complete reading/written assignments as assigned out of class work can lead to a failing grade for the course.

Institutional Learning Outcomes:

Holy Names University (HNU) students will:

Learn
Learn the insights and methods of the academic fields and traditions we study in order to better understand the world and the challenges we face.
- HNU graduates will be able to define systematic, rigorous, and critical inquiry practices of academic traditions in their chosen field of study.

Apply
Apply the insights and methods of these academic disciplines and traditions to help create a more just, sustainable, and environmentally friendly world.
- HNU graduates will demonstrate acquisition of expertise in their chosen field of study and interpretation of cultural and ethical perspectives.

Lead
Lead by assuming active and effective roles in creating a more just world as a member of a diverse learning community that promotes cross-cultural competence, and collaborative problem-solving.
- HNU graduates will be able to proactively engage diverse inter-professional stakeholders in order to facilitate common understanding.

Grow
Grow as persons and members of a community of continuous learners committed to understanding and promoting the common good of our ever-changing world, its peoples, and its cultures.
- HNU graduates will be able to generate, promote, and commit to life-long learning.

Program/Department/Major Learning Outcomes:

1. Communicate effectively, responsibly and ethically as citizens and leaders in a complex world.
2. Communicate in groups and organizations with a specific lens on appreciation for the historical context and cultural relevancy of the visual arts within organizations.
3. Develop fundamental skills and demonstrate practical application in utilizing basic elements of visual vocabulary
4. Create contextually appropriate messages, effectively deliver visual presentations to a variety of audiences and focus on strengthening their personal creative and professional skills.
5. Construct visual, oral and written messages which demonstrate a mastery of multimedia communication.
6. Demonstrate critical thinking in the context of social concerns

Addendum
Instructor reserves the right to make modifications to this syllabus.

Track 1 Schedule (subject to revision)

Week	Topic	A-Synchronous Learning Activities	Synchronous Learning Activities with Date/ Time	Assignments with Due Dates and Times
0	Introduction.	Review the Course Orientation Module		**Course Orientation** Due Fri 08/26 11:59 PM
1	What is Web Design? Choosing Job Roles	Read: Canvas pages Recommended Read: LWD Ch. 1-4	*Orientation Meeting: Fri Aug. 28, 6:00-6:30 pm (Zoom)*	**W1 Discussion Quiz Weekly Survey** Due Sun 08/28 11:59 PM
2	Competitor Research, SWOT	Read: Canvas pages Recommended Read: BYC Foreword-Ch.2	*Student Hours: Fri Sept. 2, 6:00-6:30 pm (Zoom)*	**W2 Discussion Quiz Weekly Survey** Due Sun 9/04 11:59 PM
3	Value Proposition	Read: Canvas pages Recommended Read: BYC Ch. 3	*Student Hours: Fri Sept. 9, 6:00-6:30 pm (Zoom)*	**W3 Discussion Quiz Weekly Survey** Due Fri 9/11 11:59 PM
4	Domain	Read: Canvas pages	*Student Hours: Fri Sept. 16, 6:00-6:30 pm (Zoom)*	**W4 Discussion Quiz 4 Weekly Survey** Due Sun 9/18 11:59 PM
5	Hosting, CMS	Read: Canvas pages	*Student Hours: Fri Sept. 23, 6:00-6:30 pm (Zoom)*	**W5 Discussion Quiz Weekly Survey** Due Sun 9/25 11:59 PM
6	Web Images, Copyrights	Read: Canvas pages Recommended Read: LWD Ch.23-25	*Student Hours: Fri Sept. 30, 6:00-6:30 pm (Zoom)*	**W6 Discussion Quiz Weekly Survey** Due Sun 10/2 11:59 PM

7	Target Audience: UX Design	Read: Canvas pages The Elements of User Experience, Ch. 2	*Student Hours: Fri Oct. 7, 6:00-6:30 pm (Zoom)*	**W7 Discussion Quiz Weekly Survey** Due Sun 10/9 11:59 PM
8	User Personas: Interview	Read: Canvas pages Recommended Read BYC Ch. 3	*Student Hours: Fri Oct. 14, 6:00-6:30 pm (Zoom)*	**W8 Discussion Quiz Weekly Survey** Due Sun 10/16 11:59 PM
9	User Personas: Summary	Read: Canvas pages Recommended Read BYC Ch. 4	*Student Hours: Fri Oct. 21, 6:00-6:30 pm (Zoom)*	**W9 Discussion Quiz Weekly Survey** Due Sun 10/23 11:59 PM
10	User Journey, User Story	Read: Canvas pages	*Student Hours: Fri Oct. 28, 6:00-6:30 pm (Zoom)*	**W10 Discussion Quiz Weekly Survey** Due Sun 10/30 11:59 PM
11	Information Architecture (IA), Sitemap	Read: Canvas pages Recommended Read BYC Ch. 7	*Student Hours: Fri Nov. 4, 6:00-6:30 pm (Zoom)*	**W11 Discussion Quiz Weekly Survey** Due Sun 11/6 11:59 PM
12	Branding: Voice and Tone, Colors, Fonts	Read: Canvas pages Recommended Read: BYC Ch. 5-6	*Student Hours: Fri Nov. 11, 6:00-6:30 pm (Zoom)*	**W12 Discussion Quiz Weekly Survey** Due Sun 11/13 11:59 PM
13	Wireframes, Gestalt Principles	Read: Canvas pages Recommended Read: BYC Ch. 8	*Student Hours: Fri Nov. 18, 6:00-6:30 pm (Zoom)*	**W13 Discussion Quiz Weekly Survey** Due Sun 11/20 11:59 PM
14	Contact Page Design	Read: Canvas pages	*Student Hours: Fri Nov. 25, 6:00-6:30 pm (Zoom)*	**W14 Discussion Quiz Weekly Survey**

				Due Sun 11/27 11:59 PM
15	Work on Final Project: Q&A	Recommended Read: BYC 9-Conclusion	*Student Hours: Fri Dec. 2, 6:00-6:30 pm (Zoom)*	**W15 Discussion** **Quiz** **Weekly Survey** Due Sun 12/4 11:59 PM
16	Final Project Presentation		*Student Hours: Fri Dec. 9, 6:00-6:30 pm (Zoom)*	**Final Project** Due Tue 12/10 11:59 PM

Track 2 Schedule (subject to revision)

Week	Topic	A-Synchronous Learning Activities	Synchronous Learning Activities with Date/ Time	Assignments with Due Dates and Times
0	Introduction.	Review the Course Orientation Module		**Course Orientation** Due Fri 08/26 11:59 PM
1	What is Web Design? Choosing Job Roles	Read: Canvas pages Recommended Read: LWD Ch. 1	*Orientation Meeting: Fri Aug. 28, 6:00-6:30 pm (Zoom)*	**W1 Discussion Quiz Weekly Survey** Due Sun 08/28 11:59 PM
2	HTML	Read: Canvas pages Recommended Read: LWD Ch.4-6	*Student Hours: Fri Sept. 2, 6:00-6:30 pm (Zoom)*	**W2 Discussion Quiz Weekly Survey** Due Sun 9/04 11:59 PM
3	CSS	Read: Canvas pages Recommended Read: LWD Ch. 11	*Student Hours: Fri Sept. 9, 6:00-6:30 pm (Zoom)*	**W3 Discussion Quiz Weekly Survey** Due Fri 9/11 11:59 PM
4	Domain	Read: Canvas pages Recommended Read: LWD Ch.2	*Student Hours: Fri Sept. 16, 6:00-6:30 pm (Zoom)*	**W4 Discussion Quiz 4 Weekly Survey** Due Sun 9/18 11:59 PM
5	Hosting, CMS	Read: Canvas pages	*Student Hours: Fri Sept. 23, 6:00-6:30 pm (Zoom)*	**W5 Discussion Quiz Weekly Survey** Due Sun 9/25 11:59 PM
6	Web Images, Copyrights	Read: Canvas pages Recommended Read: LWD Ch.23-25	*Student Hours: Fri Sept. 30, 6:00-6:30 pm (Zoom)*	**W6 Discussion Quiz Weekly Survey** Due Sun 10/2 11:59 PM

7	HTML: Tables and Divs	Read: Canvas pages Recommended Read: LWD Ch.8	*Student Hours: Fri Oct. 7, 6:00-6:30 pm (Zoom)*	**W7 Discussion** **Quiz** **Weekly Survey** Due Sun 10/9 11:59 PM
8	HTML Layout	Read: Canvas pages Recommended Read: LWD Ch. 14	*Student Hours: Fri Oct. 14, 6:00-6:30 pm (Zoom)*	**W8 Discussion** **Quiz** **Weekly Survey** Due Sun 10/16 11:59 PM
9	CSS Floating	Read: Canvas pages Recommended Read: LWD Ch. 15-16	*Student Hours: Fri Oct. 21, 6:00-6:30 pm (Zoom)*	**W9 Discussion** **Quiz** **Weekly Survey** Due Sun 10/23 11:59 PM
10	Responsive Design	Read: Canvas pages Recommended Read: LWD Ch. 17	*Student Hours: Fri Oct. 28, 6:00-6:30 pm (Zoom)*	**W10 Discussion** **Quiz** **Weekly Survey** Due Sun 10/30 11:59 PM
11	Sitemap and Navigation design	Read: Canvas pages	*Student Hours: Fri Nov. 4, 6:00-6:30 pm (Zoom)*	**W11 Discussion** **Quiz** **Weekly Survey** Due Sun 11/6 11:59 PM
12	Web Fonts and Colors	Read: Canvas pages Recommended Read: LWD Ch. 12-13	*Student Hours: Fri Nov. 11, 6:00-6:30 pm (Zoom)*	**W12 Discussion** **Quiz** **Weekly Survey** Due Sun 11/13 11:59 PM
13	Wireframes, Gestalt Principles	Read: Canvas pages Recommended Read: BYC Ch. 8	*Student Hours: Fri Nov. 18, 6:00-6:30 pm (Zoom)*	**W13 Discussion** **Quiz** **Weekly Survey** Due Sun 11/20 11:59 PM
14	Web Forms and Contact Pages	Read: Canvas pages Recommended Read: LWD Ch. 9	*Student Hours: Fri Nov. 25, 6:00-6:30 pm (Zoom)*	**W14 Discussion** **Quiz** **Weekly Survey**

				Due Sun 11/27 11:59 PM
15	Work on Final Project: Q&A		*Student Hours: Fri Dec. 2, 6:00-6:30 pm (Zoom)*	**W15 Discussion** **Quiz** **Weekly Survey** Due Sun 12/4 11:59 PM
16	Final Project Presentation		*Student Hours: Fri Dec. 9, 6:00-6:30 pm (Zoom)*	**Final Project** Due Tue 12/10 11:59 PM