



GIT 322

Web Site Design



Building on GIT 221 (Web Graphic Software), students will gain hands-on, in-depth experience developing web content using HTML5 & CSS3. Students will also be introduced to other methods of scripting, the use of forms, and universal design. Emphasis will be placed in developing an aesthetically pleasing responsive and usable web site which meet the needs of a client.

General Information



Tuesday & Thursday 2:00 - 3:40 pm
Kansas Technology Center, E210

Professor Akram Taghavi-Burris

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OFFICE HOURS: Monday- Thursday 9:00 - 10:00 am, 1:00 - 2:00 pm, 4:00 - 5:00pm
Friday by appointment only



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Course Requirements

COURSE TEXT AND SOFTWARE

- » Web Development & Design Foundations with HTML5
ISBN-10: 0132783398
- » Adobe Brackets {<http://download.brackets.io/>}
- » Fillezilla {<http://filezilla-project.org/>}

WORKING WITH CLIENTS

- » Students will work with a real-world client in the development or redesign of a website.
- » Students must apply management and communication skills in order to deliver a website that meets the clients needs.

Course Objectives



EXPLAIN AND APPLY

- Design Foundations
- Design Process
- Web Industry Standards
- Valid HTML5 & CSS
- Critical Thinking



ANALYZE AND CONSTRUCT

- Effective written communication
- Compelling central focus or main idea
- Optimized content for the web
- Responsive website
- Web Project Proposal & Plan



EVALUATE AND DISCUSS

- Web accessibility and standards
- Universal design
- Design solutions
- Critiquing of self and other's websites
- Developed skills in web development

The future of the web is
Responsive Design



2.1 billion will be the number of global mobile Internet users by **2015**

Source: (<http://bit.ly/L0neiY>)

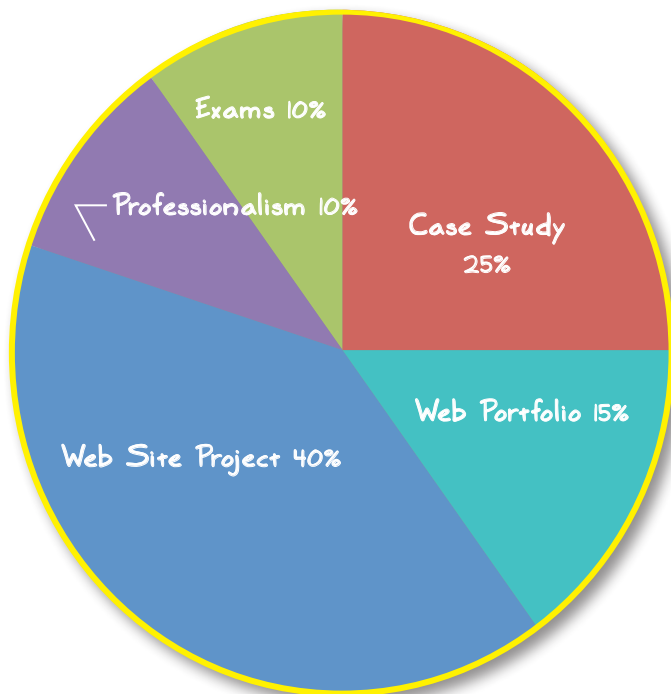


All course materials will be provided through Canvas LMS (learning management system) access at: <https://pittstate.instructure.com/login>

GRADING POLICY

- » All assignments must be turned in before the assignment due date and time.
- » No late assignments will be accepted, any work turned in after it's designated due date and time WILL NOT be graded and result in a zero.
- » All exams must be taken on the date & time of the exam; there are **NO MAKEUP EXAMS** offered for this course.
- » Students in this course will be graded based on the 5 C's: Completion, Composition, Clarity, Craftsmanship, and Creativity.

{FOR MORE INFO: See Course Policies}



GRADING BREAKDOWN

Module Topics

- 1 Web & HTML Basics
- 2 CSS Essentials
- 3 Visual Elements
- 4 Web Design & Layout
- 5 Web Grid Design
- 6 Navigation Design
- 7 Images Galleries & Sliders
- 8 Styling for Mobile & Print
- 9 Tables & Forms
- 10 Video & Audio
- 11 Web Publishing
- 12 Web Promotion & Marketing

Important Dates



- WEEK 8 - Project Proposal Presentation
- WEEK 15 - Final Exam
- WEEK 15 - Web Site Project DUE
- WEEK 16 - Web Site Presentation



Designing for the Web

What to consider

Specified objectives

1. Present ideas, solutions and project copy effectively with written communication
 - a. Employ proper use of vocabulary, sentence structure, grammar and punctuation.
 - b. Identify appropriate sources
2. Develop media that effectively communicates a central focus or main idea (Call to Action)
3. Demonstrate the Design Process
 - a. Identify the purpose, audience, and audience needs
 - b. Identify design content that is relevant/appropriate to the project purpose and audience
4. Apply industry standards
 - a. Adhere to industry standards regarding ethical issues and copyright laws (related terms, obtaining permission, and citing copyrighted material).
 - b. Create content in appropriate format for media output.
 - c. Apply both time and project management skills
5. Exhibit Critical Thinking
 - a. Apply existing knowledge to generate new ideas, products, or processes
 - b. Evaluate designs using constructive criticism and methods of critiquing
 - c. Make revisions based on constructive criticism

Assignment Overview

There are many ways to define the word design. One definition is “To arrange design elements into an artistic whole”. This definition is the same regardless whether you are designing a painting, printed flyer, web site or animated sequence.

Since the early days of the Web, the designs of websites have changed dramatically. These changes are due to advancements in technology as well as how we now view the web as a form of visual communication.

READ ALL OF THE FOLLOWING INSTRUCTIONS AND REQUIREMENTS BEFORE BEGINNING THIS ASSIGNMENT

Assignment Instructions

Complete each of the following tasks for this assignment:

Task 1:

Choose one of the following topics, or a closely related topic to write a bog post about:

- **Web Pages that Suck!** Visit the site (webpagesthatsuck.com (Links to an external site.)) and read about their examples of poor design. Find two websites that use poor design practices. Write a blog post about them which includes:
 - The name and url of the site
 - What design principles are not used (what is missing)
 - Why each site has poor design (what makes it bad?)
 - What changes would you make to improve the design of this site?

- **Current Design Trends.** What are the latest trends in web design?
 - Research articles regarding new trends in web design (ie. large type, large images, gradients, CSS3, etc.)
 - Describe a few (2-3) new trends currently being used in web design
 - What are your thoughts regarding these trends, how effective are they?
 - Cite sources (2-3) regarding these new trends.

- **Branding for the Web.** Branding is the iconic imagery that is combined with a company's marketing message that identifies a particular product or service. What are some tips and tricks to keep your brand consistent on the web?
 - Provide 5-10 tips for brand building on the web
 - Provide examples of sites that effectively brand themselves online
 - In what ways could you better brand your own website/blog?
 - Cite sources (2-3) regarding these branding tips.

Writing for your blog (pages and posts)

Before writing your blog posts make sure you have created the appropriate category for your post. Blog posts are typically organized using categories and tags to help readers find related topics.

While you can add categories and tags to your liking, I ask that all blog posts that you write as part as an assignment for this course be added to a category named **GIT 221**.

Effective Blog Posts and Pages

Effective blog posts and pages should be written for search engine optimization (SEO). Good SEO techniques include the following, which all your blog posts and pages should adhere to:

1. A minimum of 300 words and be formatted for grammar, spelling and punctuation.
2. Include a focus keyword. This keyword should appear 4 or more times within the post. The keyword should also appear in the first paragraph.
3. Post title should be around 6 words, use your focus keyword
4. Include at least one image that is related or grabs the audience's attention. (Note you should only use non-copyrighted images for your blog. When in doubt, assume any image on the Internet is copyrighted.)
5. Include at least one outbound link as a cited source.
 - a. Sources should be cited in APA format at the bottom of your post.
6. Write in an informal casual tone. In other words write as if you were talking to someone, let your personality show through. (While you can be informal it is also recommended to use proper grammar, spelling and punctuation. No extensive use of acronyms, ie. lol; keep it easy to read).
7. Use the *inverted pyramid style of writing* for your blog post. Start with the most important information about the post, Where, Why and Who. Follow by background information regarding the issue and situation. Then finish the article with any other interesting facts, details or resources on the subject.

Semester Project

Client Website

Specified objectives

1. Demonstrate Knowledge of the design elements, principles and grids
 - a. Employ the proper use of Design Elements
 - b. Apply Principles of Design
2. Present ideas, solutions and project copy effectively with written communication
 - a. Employ proper use of vocabulary, sentence structure, grammar and punctuation.
3. Develop media that effectively communicates a central focus or main idea (Call to Action)
4. Demonstrate the Design Process
 - a. Identify the purpose, audience, and audience needs
 - b. Produce project samples / drafts
5. Apply industry standards
 - a. Adhere to industry standards regarding ethical issues and copyright laws
 - b. Demonstrate the best practices for organizing content
 - c. Develop consistency in content
 - d. Apply both time and project management skills
6. Demonstrate Technical Knowledge [of HTML5]
 - a. Apply basic HTML elements including: head, title, meta, body
 - b. Configure the body of a web page with HTML5 structural elements
 - c. Create text with textural and phrase elements
 - d. Apply hyperlinks using the HTML anchor element
 - e. Apply the image element to add graphics to a web page; include alternative text
 - f. Apply basic styles and grid rules using an external CSS document
 - g. Configure color and typography (fonts) on web pages using CSS
 - h. Develop styling rules based on element names, class, ids and contextual selectors
 - i. Attach a CSS document to an HTML page
7. Exhibit Critical Thinking

- a. Apply existing knowledge to generate new ideas, products, or processes
- b. Evaluate designs using constructive criticism and methods of critiquing
- c. Make revisions based on constructive criticism

Assignment Overview

In this course students will complete a **Semester Project**. For this project students will work with a **real-world client in developing a publishable website**. This project requires a fair amount of research, design, development, as well as two-way communication between you and your client.

READ ALL OF THE FOLLOWING INSTRUCTIONS AND REQUIREMENTS BEFORE BEGINNING THIS ASSIGNMENT

Project Requirements

Continue working on your site, starting where you left off from the last assignment (basic structure).

1. Six pages
 - a. index.htm
 - b. info page (about this site)
 - c. a image gallery page
 - d. two other pages
 - e. contact.htm (form page)
 - i. error page
 - ii. thank you page
2. The HTML must include:
 - a. Validated HTML 5 code
 - b. Inclusion of new HTML 5 structure tags (i.e. <header> , <nav> , <footer>
 - c. Inclusion of the basic HTML elements:
 - d. (ie. Anchors, Images/Figures, Paragraphs, Lists, and heading)
 - e. Well commented code

3. The CSS must include:
 - a. Validated CSS3 code
 - b. CSS style for the grid layout of the site (unsemantic.css)
 - c. CSS style for the baseline grid of the site (baseline.css)
 - d. CSS style for the basic rules (style.css)
 - e. Rules for the basic HTML tags
 - f. At least one class rule (other than the ones from the grid)
 - g. At least one ID rule
 - h. At least one pseudo class used (such as hover)
 - i. Well commented code
4. Good Design
 - a. Appropriate and Creative use of the Design Principles
 - b. Implementation and consistent use of Branding styles (from brand board)
 - c. Good flow and emphasis in layout

Remember that your site should be:

- **Memorable** – stylish and simple
- **Relevant** – to the brand and topic
- **Creative** – interesting and different