



Wee Kim Wee School of Communication and Information

# CS2024/COM224

## WEB DESIGN AND TECHNOLOGIES

AY2015–16 SEM 1

### General Information

Lecturer: **Zed Tan** [zed.tan@outlook.com]

Instructors: **Simon Yap** [simon@oasiswebasia.com]

Office: **N.A.**

Office Hrs: By appointment only.

Lectures: MON 1030–1130 @LT27

Tutorials: **T1**[THU 0930–1130], **T2**[THU 1330–1530] @S2.2-B4\_04

### Assigned Texts

Smashing Magazine, <http://www.smashingmagazine.com/>

A List Apart, <http://www.alistapart.com/>

Nielsen Norman Group, <http://www.nngroup.com/>

Bits of Code, <http://bitsofco.de/>

### Recommended Texts

Bishop, S., Shuman, J., & Waxer, B. (2011). *Revealed: The Web Collection*. Clifton Park, NY: Delmar.

Burrough, x. & Lester, P.M. (2012). *Visual Communication on the Web*. New York: Routledge.

Wolper, V.E. (2011). *Artistic web design using Adobe Dreamweaver & Photoshop: an introduction*. Sudbury, MA: Jones & Bartlett Learning. Call Number: TK5105.8885.D74W848

Miller, Brian D., *ABOVE THE FOLD: Understanding the Principles of Successful Web Site Design*, Ohio: HOW Books, 2014.

Samara, Timothy, *Making and Breaking the Grid: A Graphic Design Layout Workshop*, Rockport Publishers Inc., 2005.

Lupton, Ellen, and Miller, Abbot. *DESIGN WRITING RESEARCH: Writing on Graphic Design*, Phaidon Press Ltd, 2008.

### Websites

<http://www.ntu.edu.sg/cits/gettinghelp/references/Pages/default.aspx>

<http://www.w3schools.com/>

## **Course Description & Objectives**

This course aims to provide its students with a working knowledge of the web. Such working knowledge would include:

- Knowledge of web technologies;
- Knowledge of issues that surround and are inherent in such web technologies;
- A basic ability to manipulate such web technologies, keeping in mind the above.

By the end of the course, you should be able:

- Build a fully functional website;
- Understand and apply basic design principles to web-based media;
- Publish a web page.

The course also seeks to answer the following questions:

- How do we understand the Web as a medium?
- What are my legal rights on the Web?
- What sort of Web do we want?

## **Grading Policies**

- There will be no letter grades given for the duration of the course. Instead, you will be banded in the following categories: “Satisfactory;” “Good;” “Very Good;” “Excellent.”
- If your work does not meet the requirements of the class, you will be banded under the category “Unsatisfactory”; this will be open to mitigation.
- The above grading categories will have no strict relation to your final grade. Instead, it will indicate your performance in class in relation to the rest of students in the course.
- Your final grade will be released through the school when the semester ends.

## **Course Policies**

- Be punctual;
- Get work done;
- Use of technology is encouraged — if you’re going to produce/work with web technologies, you need to start by being a user;
- Constructive criticism is always welcome. Be civil;
- Share resources, teach one another, be willing to learn.

## **Policy on Use of Technology in Class**

- See above.

## Policy on Plagiarism

Please refer to: <http://www.ntu.edu.sg/ai/ForEveryone/Pages/NTUAcademicIntegrityPolicy.aspx>

While plagiarism is a fuzzy issue at best when dealing with web technologies, it will be held that *all* work submitted throughout the course should be your own, and work that is not your own should be indicated. This goes especially for:

- Audiovisual materials;
- Written work (online texts and otherwise).

## Assessment Components

The course will be assessed through the following components:

#	Component			Weightage
1	Attendance and participation			20
2	Projects	Single-Page Website	10	
		Multi-Page Website	15	
		Group Project	25	
3	Final Exam			30

### Attendance and Participation

Attendance and participation scores will be given for both lectures and tutorials.

Attendance for both lectures and tutorials will make up **5% points** of this component.

### Blog Post

**10% points** of the participation grade will require a submission of a blog post containing one of the following:

- A discussion of the key points covered during the week's lecture, using one or more web sites to illustrate your points. The blog post should be ~400–500 words.
- A compilation of **5 web sites**, with accompanying images of them, that demonstrate the key points covered during the week's lecture. Each web site used must be captioned with a short paragraph describing its connection to the week's lecture.

The blog posts must be **substantial**.

The lecture schedule can be found in **Appendix A**.

**Web resources referenced must be linked and cited.**

The substantiality of the post will be judged according to the following:

- The post must have a **clear thesis (i.e. make a clear point)**.
- **Support this thesis with at least one example** (exceptions are made when making a counterpoint). Describe the example and how it is relevant to your thesis.
- **Cite your sources.** You are encouraged to cite according to APA or Chicago Style guidelines, but it will not be necessary. Your citation information should be given at the end of the post, as well as in-text to clearly indicate the source of the information cited.
- Punctuality — posts should be submitted on the **Friday** of the week that lecture is given. Late submissions will be penalized.

Blog posts should be **submitted to the CS2024 blog** (<http://cs2024.wordpress.com>).

You will be required to sign up for a Wordpress account for the purposes of this course.

### Class engagement

The remaining **5% points** will come from **class engagement**.

### Single Page Website

The Single Page Website will contribute to **10% points** of your grade.

The goal of the Single Page Website assignment will be to walk students through producing a working web page from a given image file.

### Multi-Page Website

The Multi-Page Website will contribute to **15% points** of your grade.

Students are required to create a personal website that has **at least 3 pages** (including the Home Page).

The goal of the Multi-Page Website assignment will be to guide the students through producing a working multi-page website using the techniques taught during the course.

### Group Project

The Group Project Website will contribute to **25% points** of your grade.

Students should form groups of 3–4 students for this project.

Students will be assigned a set of data.

The task will be to create a website that presents the given data in a meaningful manner.

### Final Exam

**Closed-book.**

**2 hours.**

10 short answer questions (SAQ).

The short answer questions should be answered with one or more paragraphs of ~150–200 words.

## Appendix A

Wk	MON	THU	LEC	TUT	Submissions
1	10 Aug	13 Aug	NATIONAL DAY	ADD/DROP	ADD/DROP
2	17 Aug	20 Aug	The Web as a Medium	ADD/DROP; Image Editing/Comping basics.	ADD/DROP
3	24 Aug	27 Aug	What is Markup?	Image Editing[2]/HTML5 & CSS: Structure	Grouping/Submission of Groups 2
4	31 Aug	3 Sep	Web Design Elements	HTML5 & CSS: Structure [2]	Submission of Single Page Website
5	7 Sep	10 Sep	Basic Design Theory/Grids	HTML5 & CSS: Structure [3]	Multi-Page website
6	14 Sep	17 Sep	User Experience Design	HTML5 & CSS: Structure [4]/Interaction Design Basics	Multi-Page website
7	21 Sep	24 Sep*	E-LEARNING (Gestalt Basics)		Multi-Page website
NA	28 Sep	1 Oct	Recess	NA	NA
8	5 Oct	8 Oct	Web Design Frameworks	Bootstrap [1]	Multi-Page website submission
9	12 Oct	15 Oct	Web Accessibility	Bootstrap [2]	Final Project
10	19 Oct	22 Oct	Web Typography	Bootstrap [3]	Final Project
11	26 Oct	29 Oct	Copyright	Consultation	Final Project
12	2 Nov	5 Nov	SEO	Consultation	Final Project
13	9 Nov	12 Nov	Ethics	Consultation	Final Project Submission

\*Hari Raya Haji