

## Course Syllabus

Web Design  
IDC 6135-900 Fall 2009

### Course Documents

#### What is a syllabus?

A syllabus describes the course and provides information on the instructor, textbooks, and technologies. **Course policies** reference the university's regulations and define the instructor's rules and requirements for the course.

### Your Instructor

#### Dr. Laura Palmer

- **Email**—for non-course related questions and comments only: laura\_palmer@spsu.edu
- **Email**—for IDC 6135 questions and comments: use our WebCT Vista course module
- **Office**: J323, 3rd Floor, Atrium Building, SPSU Campus
- **Phone**: 678-915-7203. Remember, I'm not in the office regularly; if you'd like to talk with me on the phone, please email me and set up a time.

#### Meeting with Me

Yes, I'd be pleased to meet with you in person or via a phone call. You should email me ahead of time to schedule either a face-to-face or phone conference.

**Is an appointment necessary?** While I do keep office hours on campus twice a week, I hold these during the day while you're probably working. Also, I attend faculty meetings and I teach in the physical classroom during the day; thus, I may not be in the office. It's better for you if we set something up in advance.

### About The Course

This course covers the basics of website development for information design and communication professionals. In IDC 6135, we'll build our web skills through a variety of weekly exercises on server basics, HTML, templates, CSS, site design and management, accessibility, meta content, SEO, and other issues. Graphics and colour theory for websites will also be included in this course. Additionally, we'll look at some of the issues underlying complex sites (databases, servers) and the different professionals involved in enterprise development projects. Writing for websites comprises a significant portion of this course. We'll work on content development for sites and creating a styleguide for contributing authors.

#### Learning Objectives

In this course, you will:

- Understand the website development process including the creation of pages and graphic elements
- Gain a working knowledge of the technologies and professional competencies required to develop a site
- Create effective content suitable for a site's audience and purpose.

### Logistics

#### Fall 2009: Monday, August 24th to Wednesday, December 9th

This course is delivered in 15 weekly modules. Our weeks begin on Thursdays and conclude on Wednesdays.

Each Thursday, the week's instructions are posted. You need to logon within 48 hours to review the material and fulfill our attendance requirements as per the course policies.

Each week you should make yourself a "to do" list with notes on what you need to read and complete. If there are dates outside of the usual 1-week model or team members you need to contact, then it's a good idea to write this information down too!

### Course Technology

#### The Basics

Our course is delivered through GeorgiaVIEW Vista 8.

For creating hosting and developing your website for this course, you'll need:

- commercial hosting service
- domain name
- FTP software
- Dreamweaver
- PhotoShop

I'll discuss these requirements further in our Week 1 module.

### Required Textbook

#### Required Textbooks

I have listed our required texts at SPSU's Barnes & Noble bookstore outlet. You can also check with various online booksellers to find our textbook. If you shop early, there's usually a good chance you can find used copies at reduced prices (and re-using is environmentally friendly).

#### Learning Web Design

Author: Jennifer Niederst Robbins  
Published: 2007  
ISBN: 978-0-596-52752-2

#### Letting Go of the Words

Author: Janice (Ginny) Redish  
Published: 2007  
ISBN: 978-0123694867

#### Not Required but Recommended

#### Concise Rules of APA Style, 6th edition

Author: American Psychological Association

Published: July, 2009  
ISBN: 978-1-4338-0560-8

I honestly don't know if we'll need a book on CSS. I'll see how the semester goes.