

JOHN ABBOTT COLLEGE
Publication Design and Hypermedia Technology

412-DDV-04
Web Site Mastering

Essential Information

Time:	Group 3A : Monday/Wednesday 15:30-17:00 Group 3B : Tuesday/Thursday 15:30-17:00
Place:	P-305
Ponderation:	2-2-3
Credits :	3 credits
Competencies :	00VV and 00VW
Prerequisites:	420-DDJ Web Programming must be previously completed.
Pre/corequisites:	412-DDU Multimedia Integration must be either currently in progress or previously completed.
Semester :	Winter 2002
Instructor:	Eric Girouard
Telephone :	(514) 457-6610 ext. 5804.
Email at :	ericg@johnabbott.qc.ca
Availability:	Please schedule an appointment via email or by telephone. Email is preferred.

Introduction

The web site mastering course emphasizes a hands-on practical approach designed to give students the experience of managing a complex web site on their own, using tools and techniques from the web industry and applying them in a professional manner.

Students are expected to incorporate professional caliber images, text and multimedia content, and deliver truly portable, efficient and well designed web sites.

Course emphasis will be placed on efficient use of software tools, content and code optimization, information architecture, market targeting, efficient use of file management techniques and versioning.

00VW To design and produce multimedia presentations.

00VV Students will design and create hypermedia documents.

- 5.5 Students will use the possibilities for creating interactive forms and e-mail interconnections appropriately.
- 5.6 Students will appropriately insert images, sounds, animations, video, and 3D effects into web pages.
- 8.2 Students will be able to transfer all files into the appropriate electronic form for independent use of the document.

00VW 2 Students will prepare the text (script) for the multimedia presentation

- 2.1 Students will edit statements submitted by the client.
 - 2.2 Students will write relevant statements.
 - 2.3 Students will select vocabulary carefully.
 - 2.4 Students will comply with grammar and spelling rules.
 - 2.5 Students will adapt the message to the target audience.
 - 2.6 Students will ensure the accuracy of the message.
- 4 Students will plan the work.
- 4.1 Students will identify needs in terms of specialized outside resources.
 - 4.2 Students will select appropriate computer tools.
 - 4.3 Students will establish a realistic schedule based on the work to be performed in-house and outside the business.
- 6 Students will create the sequences.
- 6.1 Students will set appropriate basic parameters.
 - 6.2 Students will effectively group all content elements.
 - 6.3 Students will ensure the presence of all content elements.
 - 6.4 Students will create the actions and links between the content elements.
- 7 Students will improve the presentation in terms of functionality, aesthetics, and technical aspects.
- 7.1 Students will ensure that the presentation is original, lively, and attractive, in conformity with the image of the business.
 - 7.2 Students will use appropriate typographic methods to optimize legibility in light of the presentation context, and meet requirements as to uniformity, coherence, and simplicity.
 - 7.3 Students will use appropriate methods to draw attention to important elements.
 - 7.4 Students will comply with the requirements concerning standardization within the business.
 - 7.5 Students will set correct parameters for use of sound, animation, and video files.
 - 7.7 Students will fine-tune actions and links between various content elements.
 - 7.8 students will synchronize sound and images.
 - 7.9 Students will refine the overall presentation in keeping with the original purpose of the presentation.

8.1 Students will strictly verify text, balance and the harmonious impact of sequences.

8.2 Students will fine-tune the overall visual and sound effects.

8.3 Students will submit the presentation for approval.

8.4 Students will respond appropriately to requests for changes.

9 Students will reproduce and screen the presentation.

9.1 Students will print support documents for the presentation.

9.2 Students will correctly transfer the presentation into the appropriate electronic form for independent use on another workstation (example: CD).

9.3 Students will arrange the physical layout of the venue correctly.

9.4 Students will screen the presentation appropriately.

Course content

As the culmination of their web design and graphic arts courses, this course enables students to create and manage complex web sites, that include forms, multimedia (audio and video files), Java applets, JavaScript applications, mouse-overs, image maps, style sheets, and other advanced elements, including those taught in 412-DCU-04 (Web Design) and 429-DDJ-03 (Web Programming).

Original, edited, and enhanced graphics will also be incorporated into these sites, using those skills acquired in the graphic arts courses in the PDHT program. Students will be completely responsible for the content and text of the site, using research and writing skills acquired in their PDHT courses and in their English, French, Humanities, and other courses.

Required textbook

Inside Dreamweaver 4
Anne-Marie Yerks and John Pickett
New Riders Publishing, 2001
ISBN # 0-7357-1084-8

Bibliography

Yerks, Anne-Marie and Pickett, John. Inside Dreamweaver 4. New Riders Publishing, Indianapolis, IN., 2001.

Lemay, Laura. Web Publishing with HTML and XHTML in 21 Days. Professional reference edition. Third edition. Sams Publishing. Indianapolis, IN., 2001.

Weinman, Lynda. Hands-On Training: Photoshop 6 & ImageReady 3.0 for the Web. lynda.com/books - Peachpit Press, Berkeley CA., 2001.

Baumgardt, Michael. Adobe Photoshop 6 Web Design with ImageReady 3 and GoLive 5. Adobe Press - Peachpit Press, Berkeley CA., 2001.

Deitel, H.M. et al. Internet and World Wide Web How to Program. Second Edition. Prentice Hall, Upper Saddle River, NJ. 2002-2000.

Hubbell, Rees, White and White. W.O.W. Web Design Training Course. Prentice Hall, Upper Saddle River, NJ. 2002-2000.

Deitel, H.M. et al. Complete XML Training Course. Prentice Hall, Upper Saddle River, NJ. 2002-2000.

The class meets twice a week (two two-and-a-half-hour sessions) for lecture, guided lab work, discussion, and practice.

DEPARTMENTAL ATTENDANCE POLICY

*Attendance in class, lab, and fieldwork is mandatory. Missing **more than 10%** of class time will result **in your failure** of this course unless you have a valid medical or special reason for missing a class. Proof will be required. Special arrangements will be made for religious holidays.*

Class meets twice a week. Attendance will be noted during the entire period, and marked during the last fifteen (15) minutes of class. Any absences at the beginning, middle or end of the class will be cumulatively compiled and noted.

Because of the technical complexity of this piece of software and the limited number of contact hours, this attendance policy will be taken very seriously. Attendance is mandatory as active participation and active attention are critical to the acquisition of technical skills.

- Assignments are required on or before due date. Late assignment will receive a penalty of 20% if one class late, 50% if a week late, zero otherwise.
- Make-up tests will require a doctor's excuse. Students who miss a test without a doctor's note may not retake the test. Extended absences caused by illness will require special arrangements to be made with the instructor to ensure adequate learning.

Student Responsibilities

Attendance is mandatory as active participation in note taking, group discussion, and lab work is critical to the acquisition of technical skills.

Assigned readings must be completed on time. Assignments are required on or before due dates. Students must attend and must arrive in class on time. There are no make-up tests, except in an exceptional case. As per the departmental attendance policy. Students are required to locate and use available computer resources to complete work not finished during classroom hours.

You are responsible for protecting and backing up your work. Failure to submit work because it was deleted from the lab server by a technician, or because a file was corrupted, or for any other reason that could have been prevented by a back-up will be treated the same way as failure to complete and hand in an assignment. This is conform to the reality of the industry.

General exchange and student interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects and assignments. Please refer to the section on Cheating and Plagiarism in the John Abbott College Agenda.

Plagiarism will be dealt with severely.

Student not registered in this class can only enter the lab with the instructor's permission.

Professional quality web site (mid-term evaluation in week 8) 15%

- aesthetics (3%)
layout, graphics, sound, video, animation, special effects.
- content quality (5%)
concepts, style, grammar, spelling.
- functionality and information architecture (7%)
structural and navigational architecture, links, forms, appearance in IE and Netscape on a variety of monitors and cross-platform compatibility, etc.

Professional quality web site (final evaluation in week 15) 30%

- aesthetics (5%)
layout, graphics, sound, video, animation, special effects.
- maintenance of site (10%)
implementation of changes effected since mid-term, response to audience, regular site maintenance, site development.
- functionality (15%)
structural and navigational architecture, links, forms, appearance in IE and Netscape on a variety of monitors and cross-platform compatibility, etc.

Material development 30% (10% mid-term evaluation in week 6, 20% final in week 12)

- *professional development of materials for a professional-quality web site.*

Technical theory 25% (10% mid-term evaluation in week 7, 15% final in week 14)

- *two theory tests on the procedures involved in running a complex web site.*

Comprehensive assessment

To create hypermedia documents.

Display at least one example of a web site that includes an attractive, consistent design to all pages, well-presented content, cascading style sheets, frames, tables, counters, forms, rollovers, at least 2 other Javascript features, search engines, sound, Flash and ImageReady animations, graphics, photos that load quickly, and text.

All features must work in both major browsers.

Backend databases are a desirable, but not necessary feature.

Course costs

At least 3 RW CDs approximately \$6.00.

Inside Dreamweaver 4 textbook about \$100.00 (including tax).

CHEATING & PLAGIARISM

(Excerpt from the Institutional Policy on the Evaluation of Student Achievement)

Cheating and plagiarism are unacceptable to John Abbott College. Students are expected to conduct themselves in a moral manner and must be responsible for all of their actions. The College has the responsibility to inform students of this Policy.

It is the responsibility of teachers

- to show first semester students how to paraphrase and cite and allow them to practice this skill
- to inform all students as to what constitutes cheating and plagiarism
- and to deal with those students who are involved in cheating and plagiarism.

1.1. Cheating

Cheating means any dishonest or deceptive practice relative to examinations, tests, quizzes, lab assignments, research papers or other forms of evaluation tasks. Cheating includes, but is not restricted to, making use of unauthorized material or devices and/or obtaining or providing unauthorized assistance in writing examinations, papers or any other evaluation task.

1.2. Plagiarism

Plagiarism is the intentional copying or paraphrasing (expressing the ideas of someone else in one's own words), of another person's work or the use of another person's work or ideas without acknowledgement. Plagiarism can be from any source including books, magazines, electronic or photographic media, or another student's paper or work.

1.3. Procedures regarding Cheating or Plagiarism

If the teacher is convinced that a student, has intentionally cheated or plagiarized:

1. He/she will inform the individual(s).
2. If cheating occurs during any evaluation (test, exam or any other evaluation activity), the teacher will collect the student's papers immediately or annotate the work to be evaluated and allow the student to complete the activity.
3. The teacher will gather all available evidence relating to the charge (written material, notes, etc.) and inform the departmental chair.
4. The teacher may require the student to take an oral quiz to confirm his/her knowledge of subject matter if plagiarism is suspected.
5. For the first offense the teacher will fail the student in the course for cheating and assign a grade of zero on the assignment that is plagiarized.
6. The teacher will explain to the student the proof of his/her action.
7. The teacher will advise the Registrar, in a written report, of the details of the incident and a copy will be given to the student. The name of the student and the record of the incident will be held in a confidential file by the Registrar. The student having been found to have cheated or plagiarized will be informed by the Registrar. Upon receipt of a second report of cheating or plagiarism, the student may be suspended from the College for up to a period of two years.

1.4. Appeal Mechanism

The student may appeal the decision to the Academic Appeals Committee. This Committee will be a parity committee consisting of 3 teachers (appointed by JACFA) and three people appointed by the Academic Dean. SUJAC may appoint an observer. The student in question may be present at the hearing.