GBDA 228 Online   **Syllabus**

Digital Imaging
of Online Applications

Fall Term 2020
University of Waterloo,
Stratford Campus
Global Business and Digital Arts

Description

In this course, students are introduced to digital tools through a series of exercises and assignments that cultivate both artistic expression and technical skill. This course focuses on two primary aspects. First, students will develop a critical understanding of design, layout, typography, colour theory, and content accessibility for the purpose of Web Design and App Design. Second, students will learn how to build basic websites using HTML & CSS. Note that this is a studio design course, not a CS course, and its primary focus will be placed 50/50 on design and introductory front-end web development concepts using HTML & CSS.

Contact

Section 1
    Instructor: Leah Zhang-Kennedy
    Office Hours: Thursdays 3:30-4:30 pm EST
    Email: lzhangke@uwaterloo.ca

Section 2
    Instructor: Greg Smith
    Office Hours: Mondays 1:30-2:30 pm EST
    Email: g28smith@uwaterloo.ca

Teaching Assistants:
TBA

Objectives

By the end of the course, students will be able to:
1. build basic websites using HTML and CSS.
2. understand and employ all aspects of the design process in projects.
3. develop a critical eye in relation to the critique, creation, and execution of web design.
4. demonstrate proficient knowledge and usage of the basic tools necessary for web development.

Required readings and tutorials

Students are required to complete the assigned online readings and HTML/CSS tutorials each week from w3schools.com

Recommended Readings and Resources

HTML and CSS: Design and Build Websites, by Jon Duckett | ISBN: 978-1-118-00818-8

Evaluations

All course deliverables will be assessed on an individual basis.

> Exercises: 20% (best 7/8 exercise grades will count)
>
> Assignment 1–Website Analysis and Critique: 15%
>
> Assignment 2–Website Redesign and Prototyping: 25%
>
> Assignment 3–Personal Webpage Design and Implementation: 40%

Project Extensions and Lateness Policy

Unless otherwise stated, **all course deliverables are due at 11:59 pm EST (Eastern Standard Time) on Wednesdays.**

Assignments: A flexible deadline extension of 48-hours will be available to each student. You may use it for one 48-hour extension on one assignment or two 24-hour extensions split between two individual assignments of your choice (A1, A2, or A3). You do not need to notify the instructor which deliverable you are using your extension for. Once the extensions are used up, projects handed in late will be penalized by a deduction of 10% per 24-hour period out of the final mark received.

Exercises: You should submit completed exercises on the due dates. If you miss the first due date, you can still submit exercises 1-3 before Fall Break and exercises 4-8 before the last day of class without late penalties. After the second due date, late exercises will not be graded.

Submission of work

Follow the directives provided on your assignment outlines. Organize your files into folders and directories (put all of your images into a folder called "images") and upload them to LEARN as a **single ZIP file**. Label the submission in the format: **firstname_lastname_assignment/exercise#**

Course deliverables

The two main types of deliverables for this course are assignments and exercises.

Assignment 1: Video Website Analysis and Critique
In this assignment, you will be analyzing and critiquing the design, content, and usability of a poorly designed website. Present your website analysis and critique in a recorded video.

Assignment 2: Website Redesign and Prototyping
Assignment 2 focuses on redesigning the website you selected in Assignment 1. You will create sitemaps and high-fidelity visual mockup screens of the redesigned website.

Assignment 3: Personal Webpage Design and Implementation
In this assignment, you will create a website about yourself. The web page should be about you and written by you. It could be about your interests, hobbies, background, and experiences that you wouldn't mind sharing with the class. You will implement the website using HTML & CSS.

Exercises

There are 8 exercises that focuses on the application of coding concepts each week. Exercises are graded based on completeness and effort (i.e., you worked on the exercises, submitted them on time,

and finished most of the work) in a simple two-point pass-fail system. Grading is at the discretion of the instructor and TAs and is not negotiable.

A new exercise will be posted on LEARN each Wednesday by EOD (end-of-day), and is due the following Wednesday at 11:59 pm EST. If you miss the first due date, you can still submit exercises 1-3 before Fall Break and exercises 4-8 on or before 11/18/2020 without late penalties. After the second due date, late exercises will not be graded.

Exercise 1: HTML structure and text
Exercise 2: Images, lists, and file directories
Exercise 3: Tables and forms
Exercise 4: Basic styling with CSS
Exercise 5. CSS positioning
Exercise 6: Navigation
Exercise 7: Responsive web design
Exercise 8: SEO & Analytics

Tentative Course Schedule
This is a tentative timeline. The topics and order may change based on class progress and interest.

Week	Topic	Readings & tutorials	Exercises	Deliverables
1	Course overview; virtual meet your profs	None	None	
2	Topic: HTML structure and tags	Readings and tutorials will be posted on Learn	Exercise 1: HTML structure and text	.
3	Topic: Graphics, media, and optimization	Readings and tutorials will be posted on Learn	Exercise 2: Images, lists, and file directories	9/23/2020 **DUE**: Exercise 1 **DUE**: Website selected for Assignment 1. Link submitted on Learn
4	Topic: Tables and forms	Readings and tutorials will be posted on Learn	Exercise 3: Tables and forms	9/30/2020 **DUE**: Exercise 2
5	Topic: Intro to CSS styles	Readings and tutorials will be posted on Learn	Exercise 4: Basic styling with CSS	10/7/2020 **DUE**: Exercise 3 **DUE**: Assignment 1 *Last day to submit Exercises 1-3*
	FALL BREAK (Oct 10 to Oct 18)	None	None	
6	Topic: CSS layout	Readings and tutorials will be posted on Learn	Exercise 5. CSS positioning	10/21/2020 **DUE**: Exercise 4

7	Topic: Menus and Navigation Bars, and other tips	Readings and tutorials will be posted on Learn	Exercise 6: Navigation	10/28/2020 **DUE**: Exercise 5
8	Topic: Responsive web design	Readings and tutorials will be posted on Learn	Exercise 7: Media Queries	11/4/2020 Exercise 6 **DUE**: Assignment 2
9	Topic: SEO and Analytics	Readings and tutorials will be posted on Learn	Exercise 8: SEO & Analytics	11/11/2020 **DUE**: Exercise 7
10	Topic: Web publishing	Readings and tutorials will be posted on Learn	None	11/18/2020 **DUE**: Exercise 8 *Last day to submit Exercises 4-8*
11	Work week and assignment help	None	None	
12	Last week of class	None	None	12/02/2020 **DUE**: Assignment 3

Notes on Avoidance of Academic Offenses

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. Check www.uwaterloo.ca/academicintegrity for more information.

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity (check www.uwaterloo.ca/academicintegrity) to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration
should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

Appeals: A decision made or penalty imposed under Policy 70 (Student Petitions and Grievances) (other than a petition) or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm

A Note for Students with Disabilities

The Office for persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations, please register with the OPD at the beginning of each academic term.