

**Northeastern State University**  
College of Liberal Arts

**Course Title and Number**

Web Design I - MC 4383

**Class Days and Time**

T & TH 8:00 – 9:15 NET 307 ZAP 1624

**Instructor**

Kevin Stretch

Office Location: NET 416 Extension: 5852

Email: [stretch@nsuok.edu](mailto:stretch@nsuok.edu)

Website: <http://arapaho.nsuok.edu/~stretch>

Yahoo / AIM: NSUBanana

**Office Hours**

M-F 10:00 -11:00 & 3:00 - 4:00

**Note:** This is NOT a Photoshop class. NSU offers Photoshop classes. Though I will teach about many Photoshop ideas from basic to advanced, it is up to you to spend whatever extra time that you need to keep up with the class. Use the tutorials on the class site's Links page, and the Photoshop/ImageReady's Help menu!

**Course Description**

An introductory course designed to acquaint students to usability, techniques and technologies of website design and construction through hands-on training.

**Objectives**

After completing this course you will:

- Develop an understanding of the principles of color theory, elements of design, composition, and usability of web pages.
- Coordinate rudimentary knowledge of Adobe ImageReady to construct and maintain a website, including mouse events and animation.
- Work in a team environment, groups of 5, to develop a website to provide promotional information about an area non-profit organization.

**Instructional Materials (Text) – We WILL use the textbooks!**

Krug, Steve, (2006). *Don't Make Me Think*, 2<sup>nd</sup> Edition, New Riders, Berkeley, CA ISBN: 0321344758.



Kabili, Jan, & Smith, Colin, (2006). *How to Wow: Photoshop CS2 for the Web*, Peachpit Press, Berkeley, CA. ISBN: 0-321-39394-5

### Other Materials

1 - 256 MB USB Flash Key (Approx. \$20) (Available in the Bookstore) (Optional)

### Student Performance Activities (Attendance)

Attending every class makes everyone's course experience richer. Your attendance is crucial to the course moving forward and the need for redundant instruction lessened. You will be asked to participate in some way nearly every day. Therefore, your attendance will be important to the success of the course.

### Assignment Due Dates

All assignments are due by 5 p.m. CST (don't laugh, I've been asked), on the day indicated.

### Tentative Schedule

This will not be a rigid date schedule but more of a dynamic document intended to expand and/or contract with the class pace.

I will be e-mailing you through your NSU email address because it contains important University announcements.

### Don't Make Me Think

15 Jan	Chapter 1	Don't Make Me Think
15 Jan	Chapter 2	How We Really Use the Web
22 Jan	Chapter 3	Billboard Design 101
22 Jan	Chapter 4	Animal, Vegetable, or Mineral
29 Jan	Chapter 5	Omit Needless Words
29 Jan	Chapter 7	The First Step ...

### How To Wow

<i>Section 1 Navigation</i>		<b>Page</b>
17 Jan	Building a Nav Bar	8
24 Jan	Smart Objects Nav Bar	22
31 Jan	Slicing and Optimizing a Nav Bar	16
31 Jan	Slice Options	21
<b>31 Jan</b>	<b>Test over Don't Make Me Think – Take Home</b>	
5 Feb	Rollover Navigation	30
7 Feb	Pointers and Remote Rollovers	34
12 Feb	Image Map Navigation	38



NSU Mass Communication Web Design

14 Feb	<b>Work on your site!</b>	
19 Feb	<b>Milestone 1 Due</b>	
<i>Section 2 Animation</i>		
21 Feb	Rollover-Triggered Navigation	70
26 Feb	Animating warped text	50
28 Feb	Animate a slide show	60
4 Mar	Animating a layer style	86
6 Mar	<b>Work on your site!</b>	
11 Mar	<b>Work on your site!</b>	
17-21 Mar	<b>Spring Break</b>	
<i>Section 3 Automation</i>		
25 Mar	Batch Processing Photos for the Web	102
27 Mar	<b>Work on your site!</b>	
1 Apr	Outputting Multiple Linked Web Pages	131
3 Apr	<b>Work on your site!</b>	
7 Apr	<b>Last Day to Drop with a "W"</b>	
8 Apr	<b>Milestone 2 Due</b>	
8 Apr	<b>Work on your site!</b>	
10 Apr	<b>Work on your site!</b>	
<i>Section 4 Uploading files</i>		
15 Apr	Connecting & WS-FTP Basics	
17 Apr	<b>Work on your site!</b>	
22 Apr	Navigation	
24 Apr	Clean-up	
29 Apr	<b>Work on your site!</b>	
1 -2 May	<b>Study Days</b>	
2 May	Last Day to Drop 16-Week Classes with a "WF"	
6 May	<b>Milestone 3 Due</b>	
6 May	<i>Finals: Presentation 9:00 p.m.-10:50 a.m.</i>	

**Milestones**

<b>Description</b>	<b>Materials Due</b>
<b>Milestone 1 - Design</b>	
Arapaho Web Space	Apply for student site ( <a href="http://arapaho.nsuok.edu">http://arapaho.nsuok.edu</a> )
Design Rationale	Target-audience analysis – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
Morgue Artifacts	Pick three different web sites and why you like them – e-mail the URLs to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
Font	Show font(s) selected for Site – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>

Thumbnails	Three site ideas and sketches w/ color palettes – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
Content Architecture	Flow chart of content – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
Beneficiary Research	Research of your chosen organization – 3 pgs. w/ references – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
<b>Milestone 2 - Adobe Photoshop &amp; Adobe ImageReady</b>	
Design Draft	Photoshop composite – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
Buttons	With Rollovers – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
Animation	Animated GIF – e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
<b>Milestone 3 – Finalization and Upload</b>	
Artifacts (art, photos, articles)	Scanned, Optimized Pieces (8 Minimum)
First Web Page	ImageReady Generated Homepage – zip files and e-mail to <a href="mailto:stretch@nsuok.edu">stretch@nsuok.edu</a>
FTP Site Upload	Setup FTP Site and Upload Files
Site	Finished Site
Presentation	Present Completed Project (3 Minutes)

## Website Requirements

Your final website will contain:

- An original design
- Multiple Pages, including;
  - Home page
  - History of beneficiary page
  - Photo page w/ 8 images
  - Contact page
- Buttons with Rollovers
- Image Map
- Animation with Tweening
- Find out what the heck ‘Tweening’ means!
- Automation – Web Photo Gallery (of images)

In addition, you will:

- Publish the site to the web – Your Arapaho site

## Student Evaluation

- |  |             |
|--|-------------|
| • Daily Assignments 100 points each x 13 | 1300        |
| • Milestone 500 points each x 3          | 1500        |
| • Tests 500 points each x 2              | 1000        |
| • Class Participation                    | 500         |
| <b>TOTAL</b>                             | <b>4300</b> |

\*This is a digital technology class, therefore all assignments and projects should be uploaded to the Yahoo group site or, if group site is full, the files can be emailed to me ([stretch@nsuok.edu](mailto:stretch@nsuok.edu)) in JPG, GIF, or PSD format and they'd better open!

Grading Scale:

4300 - 3870 =**A** 3869 - 3440=**B** 3439 - 3010=**C** 3009 - 2580=**D** <2579=**F**

## ADA Compliance

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University's office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the instructor of such disability and the desired accommodations at the first class attended.

## General Course Requirements

- Turn your cell phone off.
- This course is not an "automatic A." If you earn an "A" you will receive it; if not, then you will receive the grade you earn.
- All assignments turned in late or performed late are penalized by one grade level per week overdue (unexcused only).
- **Make a copy of all work you turn in.** Keep all graded work returned to you till the end of the semester. This policy protects you from my mistakes (and is a good idea for all of your classes).
- Plagiarism is the act of taking another person's words and/or ideas and presenting them as your own. The following are examples of plagiarism.
  1. Presenting a project, or portion of a project, from any source **without** giving credit to the source.
  2. Presenting ideas in your assignment that are not common information without giving credit to the source of the ideas.
  3. Presenting text transcribed from a book, magazine, encyclopedia, brochure, website, etc.

## Foul Weather Policy

- Class will be held if at all possible.
- It is the student's responsibility to receive the information when weather is questionable.
- Neither students nor faculty are expected to risk life or limb.
- Faculty members are obligated to hold classes if the University is not closed, unless the faculty member is unable to get to campus.
- During times of inclement weather, decisions concerning day classes will be made by 6:00 a.m. in order for the media to be notified and for students to

receive the announcement before they leave home. Decisions concerning night classes will be made by 3:00 p.m.

The following media will be notified regarding closing of the campus:

**Radio Stations**

KRMG 740 AM	Tulsa
KAYI 107 FM	Tulsa
KTLQ 1350 AM	Tahlequah
KEOK 102 FM	Tahlequah
KBIX 1490 AM	Muskogee
KMMY 97 FM	Muskogee
KVOO 1170 FM	Tulsa

**TV Stations**

KJRH Channel 2	Tulsa
KOTV Channel 6	Tulsa
KTUL Channel 8	Tulsa
KFSM Channel 5	Ft. Smith
Cable Channel 96	Tahlequah

In addition to the above sources of information, the automated attendant message at (918) 456-5511 will be modified to include information concerning campus operations during inclement weather.