

# CECS 310 – Advanced Web and Multimedia Design

Spring 2008

Seminar: T & Th 9:30 – 10:20AM

Lab: T & Th 10:30 – 11:45AM

John-David Minjares

Email: jminjare@csulb.edu

Office hours: by appointment only

## Catalogue Description

Prerequisite: Some Internet experience.

Explore and learn to use the many existing web-based education tools that focus on teaching technology. Evaluation of resources for age appropriateness and gender preferences. Students will develop a web-based tool to teach a technical subject of their choice. (Lecture 2 hours, laboratory 3 hours.) Traditional grading only.

**Introduction:** This course is a continuation of techniques and exploration of effective web design. Students will further develop their skills in order to create a connection between structure of websites and the design of websites. They will continue to focus on web techniques surrounding subject matters in usability, formality, accessibility and presentation. Students will also focus on developing their skills in web content management as well as designer to client relationships.

Students will work on short in-class examples that will help strengthen their understanding in the standard web languages, specifically XHTML, CSS, JavaScript and Actionscript. They will also work on long-term assignments that will focus on web content management and site pitches. The goal is for students to have a firm grasp on how to successfully complete a site for future clients.

## Course Objectives and Outcomes

- I. Website Production Strategies  
Students will gain experience working on a project outline using traditional strategies in producing websites in an effective and timely manner. They will learn basic web vocabulary and employ it through class discussion and lab assignments.
- II. File Management  
Students will demonstrate an effective use of file structure and management for complex web projects. Through lectures and demonstrations, students will be introduced to file hierarchy and organization. Student will create a method in which they can effectively manage the content of web projects.
- III. Site Accessibility  
Students will be able to identify problematic sites through demonstrations and discussion in class lectures. They will be able to effectively troubleshoot projects as well as create outlines for projects that will pass accessibility tests depending on the content needed for the particular project.
- IV. Back and Front-end Execution  
Students will demonstrate an understanding of several web-based languages including but not limited to XHTML, CSS, JavaScript and Actionscript. Through lectures and demonstrations students will gain an understanding of design aesthetics and learn how to troubleshoot design issues that may arise throughout the web production process.
- V. Multimedia Presentation  
Students will demonstrate their knowledge of all course materials through a project brief and presentation. The presentation will show that concepts and ideas created through projects and lab work can be effectively translated from printed briefs to client pitches. Students will learn through lectures how to present an idea and pitch the concept to various types of clients.

# **CECS 310 – Advanced Web and Multimedia Design**

**Spring 2008**

**Seminar: T & Th 9:30 – 10:20AM**

**Lab: T & Th 10:30 – 11:45AM**

## **Course Requirements**

### **Projects**

Students will be assigned 2 major projects in the course of the semester. (Projects are subject to change at the discretion of the instructor). Each project will have three required components:

1. Web-ready design which its URL is located on a server
2. CD/DVD with appropriate file management structure
3. Website URL submitted to instructor (jminjare@csulb.edu)

All projects must be finished and be ready to turn in on the assigned date found on the project brief. On days that projects are due, please be ready to briefly talk about the discovery and execution of your project. All URL submissions must be emailed by the due date found on the project brief.

### **In-Lab Assignments**

During the course of the semester students will be given a number in in-lab exercises. These exercises are to help students gain an understanding of web production strategies.

### **Midterm**

During the course of the semester students will take a midterm on lecture materials and lab assignments throughout the course.

### **Deadlines**

All projects must be turned in on the assigned date. Failure to do so will result in a failing grade for that project. Late projects will only be accepted accompanied by a legitimate excuse. Excuses will be considered legitimate if they are in compliance with the University's Attendance Policy. (For more information please see the next page)

If a project has been turned in on time, students may revise their project for a higher grade. If the project has been substantially improved, the project grade will be revised upward to reflect that improvement. Projects may only be revised if they were turned in on time. Project revisions are due on May 15, 2008.

### **Class Time:**

Students are required to attend all lectures and work the entire time during lab hours. Please do not make plans to leave early and please be prepared. Remember to bring all required materials with you to every class. Remember this is class has lab time and I will help work through projects during this time.

### **Etiquette**

Please silent all cellular phones, blackberries, iPhones, pagers and any other noise-making device. It is unacceptable to answer a page, phone call, text message or IM during class time. Failure to adhere to these standards of basic etiquette may result in a lowering of your overall course grade.

# CECS 310 – Advanced Web and Multimedia Design

Spring 2008

Seminar: T & Th 9:30 – 10:20AM

Lab: T & Th 10:30 – 11:45AM

## Grading

Midterm	100 points
Final Exam	100 points
Homework/In-Lab Assignments	150 points
Major Project 1	50 points
Major Project 2	50 points

A	405-450	(90%-100%)
B	360-404	(80%-89%)
C	275-359	(60%-79%)
D	225-274	(50%-60%)
F	0-224	(0-50%)

An average of 50% or above on both the tests and the projects is required to pass the course. The tests will contain material from the homework and projects as well as material from the text and lecture.

Please note that makeup exams will not be routinely given.

Projects will be demonstrated in Lab to the Instructor and/or class. Directions for the projects and assignments will be posted on Beachboard. There will be between 7 to 9 projects during the semester. "Lab Assignments" are shorter programming and paper assignments. Lab assignments are due the day they are assigned. During most lab periods, either a project or an in-lab assignment will be due.

In compliance with university policy: Final grades will be based on at least three, and preferable four or more, demonstrations of competence. In no case will the grade on the final examination for more than one-third of the course grade.

## Policies for Attendance, Withdrawal, Late Assignments, etc.

Each homework or lab project will be given a due date. Homework and/or projects (except the last project) will be accepted up to 2 weeks late; however, late work will be docked 5% for each class day that they are late. The second major project will not be accepted late.

## Attendance

Regular attendance is required. You are responsible for **all** information and material presented, both in class and in lab, whether you were present or not.

## Withdrawals

The deadline to withdraw without a "W" on your transcript is February 10. The final deadline to withdraw from the course is April 25.

The University policy on dropping and withdrawing from classes is set forth in the Spring 2008 schedule of classes. Students are obligated to officially withdraw from their courses even though they have not attended. Withdrawals require the signature of the instructor, the chairperson and the dean of the college. Drops are not permitted without the Dean's signature as stated in the spring school schedule material.

# **CECS 310 – Advanced Web and Multimedia Design**

**Spring 2008**

**Seminar: T & Th 9:30 – 10:20AM**

**Lab: T & Th 10:30 – 11:45AM**

## **Special Accommodations**

Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the course instructor. If a student with a disability feels that modifications, special assistance, or accommodations offered are inappropriate or insufficient, he/she should seek the assistance of the Director of Disabled Student Services on campus. Disabled Students Services is located in Brotman Hall, SS/AD 270.

## **Academic Integrity**

Students in this course will be expected to comply with California State University, Long Beach Policy on Academic Integrity. Any student suspected of violating this obligation for any reason during the semester will be required to participate in the procedural process, initiated at the instructor level, as outlined in the University Guidelines on Academic Integrity. This may include, but is not limited to, the confiscation of the examination of any individual suspected of violating University Policy. Furthermore, no student may bring any unauthorized materials to an examination, including dictionaries and programmable calculators. It's the student's responsibility to drop a course he or she does not plan to attend.

## **Campus Computer/Network Usage**

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources." These guidelines apply to all computing resources provided by the University some guidelines are more directly related to time-sharing systems, some to microcomputers and local area networks and some to all systems.

## **Required Text**

### **Adobe Flash CS3 Professional Bible**

Robert Reinhardt, Snow Dowd

ISBN: 978-0-470-11937-2

## **Highly Recommended Text**

### **ActionScript 3.0 Bible**

Roger Braunstein, Mims H. Wright, Josuha J. Noble

ISBN: 978-0-470-13560-0

## **Eric Meyer on CSS: Mastering the Language of Web Design**

Eric Meyer

ISBN: 978-0-735-71425-0

## **More Eric Meyer on CSS**

Eric Meyer

ISBN: 978-0-735-71245-4

## **Designing with Web Standards (2nd Edition)**

Jeffrey Zeldman

ISBN: 978-0-321-38555-0

## **Transcending CSS: The Fine Art of Web Design (Voices That Matter)**

Andy Clarke

ISBN: 978-0-321-41097-9