

# Prof Hayes

## Academic Talent Search Summer 2018

### Web Graphics & Design: Creating Impressive Websites

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What to bring to class ~ pencil, pen, notepad to take notes, flash stick or memory device (or may use cloud storage such as dropbox.com)



#### Course Description

Have you ever wanted to create and design your own webpage? This course will teach participants how to design and create websites with visually impressive web graphics. Students will learn to develop multiple websites starting with basic HTML/CSS coding skills, then build a site with Adobe Dreamweaver, a user-friendly, what-you-see-is-what-you-get (WYSIWYG) interface. Participants will explore how to market websites with social media and search engine optimization (SEO). Beginning with project planning, students will then create and design graphics for the web before building multiple websites. They will finish up by building a site with a free cloud-based template application using [Wix.com](http://Wix.com) Students will make graphics for the web with Adobe Photoshop and a free cloud application such as Canva.com. Good web design practices will be reviewed as students research and discover the importance of content management, determine how to find a host server, and choose a good domain name. No prior design or coding experience is necessary. Students who successfully complete course requirements at the "A" and "B" levels will be recommended for 1 unit of high school credit. Note: Students will need to sign up for internet-based software applications and create an email account to have access to Google Drive.

## Student Learning Outcomes

*Upon completion of this course, the student will be able to:*

- develop basic HTML and CSS code to build web pages.
- utilize web authoring software to create, manage, and maintain websites.
- develop a website using online cloud based template tools.
- evaluate host servers and choose effective domain names.
- prepare Search Engine Optimization (SEO) metatags.
- create SEO content types (content marketing) to include text, images, video, graphics, and presentations.
- design, edit and enhance photos using graphic software applications.
- identify the various web graphics file formats and select when to use one format over the other.
- compress and optimize graphics for quick uploading on Web pages.
- combine and set up links to utilize social media to market website.

## Attendance Policy:

- Be on time
- Do not leave class early; if you need to leave early, please let the teacher know before class begins
- Attendance will be taken at the beginning of each class
- Attendance to every session is required
- Excused absences may allow you to make up work missed during the absence; work missed due to an unexcused absence cannot be made up
- Determining excused absence: you must bring documentation to the teacher if absence was related to a doctor's appointment. If you are ill, you must notify the teacher prior to the start of class by phone or email
- Tardies: If you expect to be tardy, you are responsible to notify the teacher before class begins by phone or email.
- The teacher will keep track of ALL tardies and absences. Accumulated tardies and absences will count against your participation points.
- **Participation Points: 10 points per day**

## Communication

Best way to get hold of me is email ~

Email Account: hayesr@arc.losrios.edu

Place in subject line: ATS Student Question

Message: Be specific with your questions – screen shots are great to include

Be sure to include your full name so I know who the email is from 😊

## Homework

There will not be additional homework assignments but you may want to work on your projects at home depending on how much you get done in class. Class is planned to “hopefully” get as much of the projects done in class.

## Due Dates

This course is only 5 days. All projects and assignments will be counted for full points up until the last day of class when all projects are to be completed.

## Cheating Policy

**Assignments turned in by two or more people that are exactly the same (same mistakes, fonts, formulas, etc.) will be given zero points!!!!**

For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned projects, assignments, and tasks. In other words, students may not "work together" on graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor or the IA, not other classmates.

## Class Etiquette:

- Participate in class discussions and activities
- Respect the teacher and your classmates
- Do not talk when the teacher is talking
- Leave social conversations outside of the classroom
- Do not eat in class however you may bring water to class
- Turn off your cell phones or leave on vibration mode
- Do not use your cell phones during class; if you need to take a call due to an emergency, please step outside of class. If you are expecting a call during class, please notify the professor at the beginning of class.
- Do your own assignments
- Be honest

## Accommodations Policy

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first day of class of any accommodations needed for the course.

\*\* Even if you don't have a recognized disability....if there is something you might need help with just let me know or email me and I will try my best to get you set up.

Assignments and Projects ~ An assignment sheet with the projects, points, and grade breakdown will be given out the first day of class.

Students will get points signed off on the sheet daily as each project is completed.

All projects can be completed up through the final day.

Participation Points: 10 points per day

Extra Credit will also be available for those that are motivated to learn a bit more!

Grades will be based on percentage of points earned:

90% or above = A

80% or above = B

70% or above = C

60% or above = D

**below 60% = Fail**



## Tentative Course Calendar

Class Session	Objective	
Monday	<ul style="list-style-type: none"><li>• Welcome &amp; Introductions</li><li>• Good Web Design Practices</li><li>• HTML and CSS</li><li>• Canva.com</li></ul>	
Tuesday	<ul style="list-style-type: none"><li>• Intro:<ul style="list-style-type: none"><li>• Adobe Dreamweaver</li><li>• Adobe Photoshop</li></ul></li></ul>	
Wednesday	<ul style="list-style-type: none"><li>• Continue ~</li><li>• Adobe Dreamweaver</li><li>• Adobe Photoshop</li></ul>	

Thursday	<ul style="list-style-type: none"><li>• Cloud based template applications: Wix.com</li><li>• SEO and Metatags</li></ul>	
Friday	<ul style="list-style-type: none"><li>• Social Media, marketing, and linking websites</li><li>• Complete and Work on all projects and websites</li><li>• Extra subjects students would like to explore</li><li>• Present one website to class</li></ul>	