HEARTLAND COMMUNITY COLLEGE
DMED 210- Advanced Web Page Design
Fall 2005

CREDIT HOURS: 3.0

CATALOG DESCRIPTION
Students will use skills built in DMED 110 and DMED 150 to create complicated, professional level web page design to effective communicate messages for a variety of situations. This class will pose a variety of real world challenges that students will need to complete at a professional level, including designing interfaces in HTML and Flash and deploying those interfaces to audience members who qualify to view the content. Development tools, including Macromedia Dreamweaver and Flash will be used as well as image editing programs Adobe Photoshop and Macromedia Freehand. Students should be capable graphic designers and have experience with image editors, web design tools and interactive authoring tools.

INSTRUCTOR INFORMATION
Phil Vandiver
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Website: http://technology.cs.hcc.cc.il.us/Faculty/philv/
Office: 203e
Office Phone: 268-8854
Office Hours: See my website

TEXTBOOK
Required: Derek Franklin and Jobe Makar. Flash MX Advanced Actionscripting. © 2002 Macromedia Press.

STUDENT LEARNING
Students are expected to regularly attend class, do the assignments, read the texts, participate in group discussions and keep up with the class. Since this is a short, intensive course, you will need to be fairly disciplined to complete the assignments. You will not succeed if you put anything off until the last minute.

You will do much better if you do the assignments throughout the course, bring them to class, get feedback from the instructor and keep progressing at a steady pace. You, as well as all students, will benefit if you are prepared before each class.

INSTRUCTOR’S ROLE
The instructor will try to guide you through the course by providing regular lectures, giving feedback and assisting you during the project time.

COURSE OBJECTIVES (Learning Outcomes):

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<thead>
<tr>
<th>Number</th>
<th>Objective</th>
<th>Requirement</th>
<th>Evaluation</th>
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<tbody>
<tr>
<td>1.</td>
<td>Understand advanced interface design concepts and know how to apply them.</td>
<td>PS2</td>
<td>Homework and exams</td>
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<td>2.</td>
<td>Work effectively in a client/producer relationship.</td>
<td>C4</td>
<td>Work with existing agency</td>
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<td>3.</td>
<td>Develop web designs that are appropriate for the audience and the client.</td>
<td>C4, PS4</td>
<td>Homework and exams</td>
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<td>4.</td>
<td>Be comfortable choosing and using various professional level development tools.</td>
<td>PS3</td>
<td>Homework and exams</td>
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<td>5.</td>
<td>Be able to plan to include appropriate media elements based</td>
<td>C4, PS4</td>
<td>Homework</td>
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on the distribution method, client need and audience requirement.

6. Collaborate on design issues. PS5 Homework and exams

7. Demonstrate knowledge of using color and design successfully. C4, PS4 Homework and exams

8. Use computer imaging and design vocabulary skillfully. C4 Homework and exams

9. Effectively create an interactive media project. C4, PS5 Homework and exams

10. Critique a web interface design. PS4 Homework and exams

11. Understand legal and ethical issues involved with creating digital media. PS5 Homework and exams

12. Know copyright guidelines for digital media. PS4 Homework and exams

COURSE/LAB OUTLINE
1. Introduction to advanced interface designs.
2. Types of web applications.
3. Working in a project team.
4. The project development process.
5. Interface design.
6. Information architecture.
9. Legal issues
10. Ethical issues.

METHOD OF EVALUATION (Tests/Exams, Grading System)
Course grades will be based on a compilation of several projects, quizzes, short assignments and in-class discussion

GRADES
Weekly Assignments 30%
Mid-Term Project 20%
Final Project 20%
Mid-Term Exam 10%
Final Exam 10%
Participation 10%
Total 100%

A 100%-90%
B 89%-80%
C 79%-70%
D 69%-61%
F Below 61%

REQUIRED WRITING AND READING
The amount of writing in this class will equal to each student writing at least one paper (3 pages each) which will be responses to readings and short critiques. Students will also be required to read critically and analytically that texts and selected examples of a variety of digital images available on CD-ROMs and the internet.

A FEW NOTES:
We use Macintosh computers in this class because Macintosh computers are used in a majority of production environments in the real world. If you’re serious about a career in this field, you need to know the Mac OS, just as surely as you need to know how to handle image files, sound files, video files or any other media form.

Don’t count on being able to do much work from home on a Windows machine. In some cases this may be possible, however unless you are experienced with the nuances of both operating systems, plan on doing your work in the lab.

Come to class. If you miss class, it is up to you to make up the work on your own time. In some cases, the in-class labs will be impossible to make-up. It is your responsibility to contact me before class and let me know you are unable to attend. Make-up work is only possible if you contact me before your absence, so we can plan accordingly.

From time to time the course schedule may be altered. If you miss class, it is your responsibility to find out if the schedule has changed.

Tests are given the day they are scheduled. There are no make-up exams in this class.
## Course Schedule

| Week One: | 8/22/05 Monday- | Course Introduction  
Review of Concepts: HTML and Flash |
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<tr>
<td>Week Two:</td>
<td>8/29/05 Monday-</td>
<td>Adjusting layout with stretching tables.</td>
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<td>Week Three:</td>
<td>9/5/05 Monday-</td>
<td><strong>Labor Day- No Class</strong></td>
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| Week Four: | 9/12/05 Monday- | Cascading Style Sheets- Part One  
Tutorials 1-3 |
| Week Five: | 9/19/05 Monday- | Cascading Style Sheets- Part Two  
Tutorials 4 and 5 |
| Week Six: | 9/26/05 Monday- | Creating a Web Interface  
Assign Mid Term Project- Site Redesign |
| Week Seven: | 10/3/05 Monday- | Work night for Mid Term Project  
Site Redesign Proposal Due |
| Week Eight: | 10/10/05 Monday- | **Mid-Term Exam**  
Project One Due |
| Week Nine: | 10/17/05 Monday- | Mouse, Frame and Clip Events  
Franklin & Makar- Lesson 2 |
| Week Ten: | 10/24/05 Monday- | Understanding Target Paths  
Franklin & Makar- Lesson 3  
Assign Project One |
| Week Eleven: | 10/31/05 Monday- | Understanding and Using Objects  
Franklin & Makar- Lesson 4 |
| Week Twelve: | 11/7/05 Monday- | Using Functions  
Franklin & Makar- Lesson 5 |
| Week Thirteen: | 11/14/05 Monday- | Customizing Objects  
Franklin & Makar- Lesson 6 |
| Week Fourteen: | 11/21/05 Monday- | Customizing Objects  
Franklin & Makar- Lesson 6  
Assign Final Project |
| Week Fifteen: | 11/28/05 Monday- | Final Project Work Day |
| Week Sixteen: | 12/5/05 Monday- | **Final Exam**  
Final Project Due |