



**The Illinois Institute of Art®  
Chicago**

**Course Title:** Web Scripting

**Course Number and Section:** IMD215

**Instructor:** Lindsay D. Grace

**Session/Year:** Summer 2007

**Office Phone / E-mail:** [lgrace@aii.edu](mailto:lgrace@aii.edu)

**Class Time:** Tuesday/Thursday

**Number of Contact Hours:** 66

**Method of Assessment:** Lab and Lecture

**Place:** 180 N. Wabash, Room 230

**Prerequisites:**

**Office Hours:** TBA

Website: <http://aii.lgrace.com>

**Course Description:**

Students will acquire the skills needed to design, develop, and produce web pages from concept to coding.

**Textbook:**

HTML for the World Wide Web: Visual Quickstart Guide (with XHTML/CSS )  
6th edition

Elizabeth Castro / Peachpit Press

ISBN: 0201354934

**Required Materials**

Reliable Storage Media: USB Drive or portable hard drive

**Estimated Homework Hours:**

As always, learning a language takes practice. Expect **at least 3 hours a week.**

**Objectives:**

Upon successful completion of this course, students should be able to:

- Write HTML, CSS and XHTML code
- Identify, collect, and organize existing internet assets appropriate to client standards
- Use web authoring tools
- Apply interface design principles
- Develop and maintain a set of web pages on the Internet
- Perform project research using resources such as the Internet, library, etc.
- Share files on networks
- Participate as a member and/or leader of a team

## **Weekly Outline:**

**Week 1:** Introduction to the Internet, the Web and browsers  
Language and Translation  
HTML Coding introduced.

**Chapter: Introduction**

**Week 2:** HTML Fundamentals  
How to write HTML Code  
Habits of highly Effective Coders

**Chapters 1 and 2**

**Week 3:** HTML Advanced Code Continued  
Foundation tags. Extended tags. Syntax.  
How to make life easy on yourself

**Chapters 3 and 4**

**Week 4:** Code a Basic Site  
Create a site individually using materials from weeks 1, 2 & 3.  
Publish the site

**Chapter 5 and 6 (if new to image manipulation)**

**Week 5:** Web Graphics and Media. GIFs, JPGs, PNGS  
Choosing graphic formats  
Integrating other technologies (Java, Flash, etc)

**Chapter 10 and 11**

**Week 6:** Professional Web Development Process  
Outlining Audience, Goals & Information Architecture.  
Group Project Begins.

**Chapter 14 and 15**

**Week 7:** Development Tools: Dreamweaver  
Web Site Development continues

**Chapter 16**

**Week 8:** Development Tools: Dreamweaver and Others  
Web Site Development, continued.

**Week 9:** Site Aesthetics and Form follows function.  
Refining your interface: Site navigation. Continuity. Etc.

**Week 10:**  
Sound, video and Cascading Style Sheets and others

**Chapter 17**

**Week 11:**  
Final Projects Due

**Chapter 25**

### Grading System:

Point Score range	Letter Grade
93 and above	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	F

### Score Breakdown:

**Homework:** 50%  
**Midterm Project:** 20%  
**Final Project:** 25%  
**Participation(urls):** 5%

### Course Requirements and Policies

***All students must adhere to the guidelines set forth by the Illinois Institute of Art's student handbook.***

All assignments are due at the beginning of the class. Students should provide a copy of their program on a shared drive from which the instructor (e.g. data Wabash or a the instructor share). All assignments must be clearly labeled, and provided in a folder with the students first and last name.

**Students should always keep a backup copy of their work.**

**No late assignments will be accepted.** In this course, each assignment will build on the previous. Failure to complete the prior week's assignment will make each subsequent week harder. It is in your best interest to complete each assignment on time and to the best of your ability. Always hand in what you have, even if it does not work. **Partial credit is better than no credit at all.**

### **Participation Grade (5%):**

Students are required to bring 2 URLs to class. The first URL will exemplify good web page design and the other will demonstrate bad web design. Student are required to provide a new set of URLs each week. The URLs will help guide discussion and will count toward the 5% participation grade for each student. The URLs must contain generally inoffensive material.

Please provide the typed URLs on a sheet of paper with your name, date, the week number and a 2-3 bullet points as to why each site is well or poorly designed. Students are responsible for providing URLs for weeks **two** through **eight**.

**Attendance / Absences:**

Students are expected to attend each class and arrive on time. Any student arriving late for an exam or quiz may not be given a chance to complete it. Late assignments are deducted one letter grade per day.

Makeup exams and acceptance of late assignments will only be granted in the following circumstances; Medical excuse, emergencies, campus-sponsored activities.

All issues of attendance and tardiness will be handled as school policy dictates and at the discretion of the instructor.

**Cheating and Plagiarism:**

Any student that cheats or plagiarizes will be reported to the academic standards committee and may be dismissed from the course.

All homework is to be completed independently (except when told otherwise). Any student who is caught or suspected of working in conjunction with any other student will be penalized. Using lines of code borrowed from any source other than the prescribed book for this course will be considered plagiarism. **Do not use websites, message boards, chat rooms, or other related resources to solve homework problems.**

\*Schedule subject to change at the instructor's discretion.