

# Course Syllabus

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Instructor: Laura MacLeod

Office: EH379

Office Hours: Tuesdays and Thursdays 1:30 - 4:00. Other days/times by appointment.

Email: Communicate through Canvas email pertaining to class work

Phone: 801-626-6822

## Course Description:

Before coding begins, students need to take time to plan the website project. The course will equip students with skills necessary to plan and design a multi-page website project, for both desktop and mobile. Students will use various tools to plan a website such as personas, mood boards, style tiles, and wireframes.

This course will not involve coding a website. Students will create a mockup of a web design project that incorporates web design principles relating to color, typography, imagery, and layouts. By the end of the course, students are able to plan and design a website, so when they are ready to code, they have a clear specification for the final product.

## Student Learning Outcomes:

At the end of this course students will be able to

1. Follow a modern workflow in planning a website
  - o Define the purpose of the website
  - o Identify the audience, conduct user interviews, and create user personas
  - o Research competitors
  - o Collect, organize, and outline content
  - o Conduct a card sorting session and build a site map
  - o Design the website theme and navigational structure
  - o Collect assets to be added to the website
  - o Create design deliverables including wireframes, a mood board, and style guide.
  - o Create a high fidelity mockup representing the website content and design
2. Organize and prioritize website content to fit information architecture best practices.
3. Analyze predefined requirements and constraints that a client may ask and apply them to the web design solution.
4. Apply visual design principles relating to page layout, typography, color schemes, and imagery when creating a mockup of a website project.

5. Plan a responsive web design that presents the content effectively for desktop/widescreen monitors, notebooks, tablets, and mobile phones.
3. Solve common web design problems through the use of online resources, books, videos, and fellow students.

### **Required Materials:**

**Textbook:** No textbook will need to be purchased for the course. We will rely on online resources such as books and videos available on the O'Reilly Learning website and numerous online articles.

**Software:** Adobe XD will be the main tool students will use to create web design deliverables such as wireframes and mockups. Weber State University has made licenses for the Adobe Creative Cloud software available for students. Go to the following website to request a license.

**Online Tools:** You will use two online tools relating to information architecture. OptimalSort will be used to conduct the card sorting sessions. The SlickPlan website provides a Sitemap Builder tool that you will use. Both of these tools can be used at no cost.

### **Assignments and Grading:**

Your final grade will be based on the total points you earn on short homework assignments (25%) and one semester-long web design project (75%). The homework assignments will be given throughout the semester in order to master key topics introduced in readings and videos. For the semester-long website project you will produce the following deliverables:

- user interviews (script and summary report)
- user personas
- competitive analysis
- card sorting session and site map
- wireframe
- moodboard
- style tiles
- high fidelity mockup

### **Class Procedures and Policies**

The tasks that you should complete each week are listed under the Canvas Modules link. You will see links to online articles and videos that you should view and material that you should read.

### **Accessing/Submitting Assignments:**

Please see the class schedule to be aware of what will be covered each week. Assignments can be accessed by clicking on the Canvas Assignments link. The Canvas calendar indicates assignment deadlines. You can also click on the Grades link to see your grades for each assignment. The assignment files will be submitted in the Canvas assignment window.

### **Late Work:**

Due dates for assignments will be posted on the Canvas class calendar. If you miss a due date for the short homework assignments and the first two projects, you have one week to submit an assignment late with a late penalty of 10%. The last project will need to be submitted by the deadline. If you are ill or a family emergency comes up, please contact your instructor prior to the assignment due date or as soon after as possible.

### **Tips for Success:**

Each week you should access the schedule and Canvas Modules to learn what work needs to be completed for that week.

If you are struggling with any concept, please come see me during office hours. We can also talk by using the Canvas Conferencing feature. You are encouraged to email me through Canvas to ask questions.

### **Ethical Conduct:**

The School of Computing policy dictates that any verifiable evidence of student academic cheating, as defined and determined by the instructor, will result in: 1) an automatic failing grade for the class and 2) a report to the Dean of Students that will include the student's name and a description of the student's dishonest conduct. You can read WSU's student code of conduct at [weber.edu/ppm/Policies/6-22\\_StudentCode.html](http://weber.edu/ppm/Policies/6-22_StudentCode.html) ([http://weber.edu/ppm/Policies/6-22\\_StudentCode.html](http://weber.edu/ppm/Policies/6-22_StudentCode.html)).

The Internet is full of sample website templates. You are encouraged to examine what the internet has to offer, but your project for the course should represent your own custom designs.

### **Technical Support:**

For assistance with Canvas or related technical issues, please call 626-6499. This phone is staffed Mon-Thurs from 8am - 5pm and Fridays from 8 - 4:30pm. A message can be left during non-business hours for a return call. Alternatively, students can send an email message to [wsuonline@weber.edu](mailto:wsuonline@weber.edu) (<mailto:wsuonline@weber.edu>).

If you are having technical issues related to usernames/passwords, please call the Service Desk at 626-7777, or email [csupport@weber.edu](mailto:csupport@weber.edu) (<mailto:csupport@weber.edu>).

### **Accommodations for Students with Disabilities:**




Any students requiring accommodations or services due to a disability should contact Services for Students with Disabilities (SSD) in Room 181 of the Student Service Center. SSD can also arrange to provide course materials (including this syllabus) in alternative formats if necessary. Please provide your instructor with a signed letter from the SSD if you require additional time or other accommodations during tests.

### **Emergency Closure:**

In the event of a University emergency closure, please check the WSU home page at <http://www.weber.edu> (<http://www.weber.edu>). It is also a good idea to make sure you are signed up for emergency alerts through Code Purple, at <https://portalapps.weber.edu/CodePurple> (<https://portalapps.weber.edu/CodePurple>).

If for any reason the University is forced to close for an extended period of time, the class will be conducted via Canvas. Look for announcements posted to the Canvas class or a class email sent through Canvas.

# Course Summary:

Date	Details	
Tue Jan 14, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4341054">Case Studies</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4341054">https://weber.instructure.com/courses/492870/assignments/4341054</a> )	due by 11:59pm
Tue Jan 28, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4341353">User Interviews</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4341353">https://weber.instructure.com/courses/492870/assignments/4341353</a> )	due by 11:59pm
Tue Feb 4, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4341386">Personas</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4341386">https://weber.instructure.com/courses/492870/assignments/4341386</a> )	due by 11:59pm
Tue Feb 11, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4341955">Competitive Analysis</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4341955">https://weber.instructure.com/courses/492870/assignments/4341955</a> )	due by 11:59pm
Fri Feb 21, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4342276">Information Architecture Assignment</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4342276">https://weber.instructure.com/courses/492870/assignments/4342276</a> )	due by 11:59pm
Tue Mar 10, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4344833">Wireframes</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4344833">https://weber.instructure.com/courses/492870/assignments/4344833</a> )	due by 11:59pm
Tue Mar 17, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4344863">Color Exercise</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4344863">https://weber.instructure.com/courses/492870/assignments/4344863</a> )	due by 11:59pm
Tue Mar 24, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4345209">Typography Exercise</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4345209">https://weber.instructure.com/courses/492870/assignments/4345209</a> )	due by 11:59pm
Tue Apr 7, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4344836">Mood Board, Style Tiles</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4344836">https://weber.instructure.com/courses/492870/assignments/4344836</a> )	due by 11:59pm
Mon Apr 20, 2020	 <a href="https://weber.instructure.com/courses/492870/assignments/4344861">Mockup</a> ( <a href="https://weber.instructure.com/courses/492870/assignments/4344861">https://weber.instructure.com/courses/492870/assignments/4344861</a> )	due by 11:59pm