

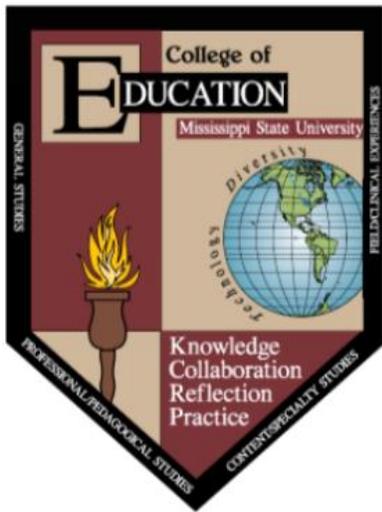
**MISSISSIPPI STATE UNIVERSITY COLLEGE OF EDUCATION**  
DEPARTMENT of INSTRUCTIONAL SYSTEMS and WORKFORCE DEVELOPMENT  
Course Syllabus

**Course Prefix and Number:** TECH 4583/6583  
**Course Title:** Graphics and Web Design  
**Credit Hours:** 3 credit hours  
**Method of Instruction:** B = Lecture/Lab

**Catalogue Description**

(Prerequisites: TECH 1273 or TKT 1273 or BIS 1012 and key boarding proficiency). Two hours lecture. Two hours laboratory. Principles and development of graphics and web design.

**College of Education Conceptual Framework**



The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students' educational experiences. The beliefs that guide program development are as follows:

1. **KNOWLEDGE** - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.
2. **COLLABORATION** - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.
3. **REFLECTION** - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.
4. **PRACTICE** - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.

## Course Objectives:

Upon completion of the course, students will be able to:

1. Explain the impact of modern technologies on graphics and web design. (CFPO #3)
2. Describe how HTML, CSS, and JavaScript are used to create webpages. (CFPO #3)
3. Describe the common graphical formats used in web page design and the concepts of their underlying approach. (CFPO #3, 10)
4. Identify hardware and software tools for media production. (CFPO #3, 10)
5. Create an attractive and readable website interface. (CFPO #2, 3, 4, 5, 10)
6. Identify the necessary steps to create, acquire, process, and compress media. (CFPO #3, 10)
7. Use HTML to create webpages that include key webpage components such as links, tables, forms, frames, and images. (CFPO #3, 10)

## Detailed Course Outline:

1. Introduction to Graphics and Web Design (4 hours)
  - a. Basic concepts and terminology related to graphics and web design (2 hours)
  - b. Using website builders (1 hour)
  - c. Lab exercise (1 hour)
2. Foundations of Graphics and Web Design (4 hours)
  - a. How the web works? (2 hours)
  - b. Creating a simple page (1 hour)
  - c. Lab exercise (1 hour)
3. HTML Markup Language I (4 hours)
  - a. HTML and formatting fundamentals (1 hour)
  - b. Hyperlinks and images (1 hour)
  - c. Web publishing (1 hour)
  - d. Lab exercise (1 hour)
4. Principles of Web Design (4 hours)
  - a. Web design principles (2 hours)
  - b. Good and bad website design (1 hour)
  - c. Online discussion (1 hour)
5. Web Graphics (4 hours)
  - a. Web image basics (1 hour)
  - b. Image asset production (1 hour)
  - c. Lab exercise (2 hours)
6. HTML Markup Language II (4 hours)
  - a. Tables (2 hours)
  - b. Embedded media (2 hours)
7. Introduction to Dreamweaver (4 hours)
  - a. Formatting and styling text (1 hour)
  - b. Images, hyperlinks, and tables (1 hour)
  - c. Lab exercise (2 hours)

8. Midterm Exam (4 hours)
  - a. Multiple-choice questions (2 hours)
  - b. Performance-based questions (2 hours)
9. Introduction to CSS (4 hours)
  - a. Cascading style sheets orientation (2 hours)
  - b. Lab exercise (2 hours)
10. CSS for Presentation I (4 hours)
  - a. Text (1 hour)
  - b. Colors and backgrounds (1 hour)
  - c. Lab exercise (2 hours)
11. CSS for Presentation II (4 hours)
  - a. Thinking inside the box (1 hour)
  - b. Floating and positioning (1 hour)
  - d. Lab exercise (2 hours)
12. CSS for Presentation III (4 hours)
  - a. Page layout with CSS (2 hours)
  - b. Lab exercise (2 hours)
13. Responsive Web Design I (4 hours)
  - a. Introduction to responsive web design (2 hours)
  - b. Lab exercise (2 hours)
14. Responsive Web Design II (4 hours)
  - a. Website design using a framework (2 hours)
  - b. Lab exercise (2 hours)
15. Creating a Website (4 hours)
  - a. Introduction to the final project (2 hours)
  - b. Showcase (2 hours)

**Text(s):**

Robbins, J. N. (2018). *Learning web design: A beginner's guide to HTML, CSS, JavaScript, and web graphics* (5<sup>th</sup> ed.). Sebastopol, CA: O'Reilly.

**Description of Instruction:**

**(Campus 1)** Lecture. Instruction will be delivered through face-to-face lectures. The teaching format will include lecture, discussion, demonstration, hands-on activities and simulations, project assignments, and exams.

**(Campus 5)** Lecture. This course will be delivered via an on-line platform – Canvas. Class materials will include handouts, preparation guidelines, supplementary materials, and recorded lectures. Class activities such as group discussions will be held on Canvas in the format of threaded discussion topics.

## Honor Code:

**(Campus 1& 5)** Mississippi State University has an approved Honor Code that applies to all students. The honor code states: "As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do."

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the honor code, to accept responsibility for learning, and to follow the philosophy and rules of the honor code. Ignorance of the rules does not exclude any member of the MSU community from the requirements or consequences of the honor code.

For additional information please visit: <http://www.honorcode.msstate.edu>

**(Campus 5 specifically)** Online tests will be administered with random ordered questions. All written assignments must be submitted through Turnitin.

## Technology:

**(Campus 1)** Students will be required to use Canvas to access course syllabus, class preparation guidelines and handouts, and supplemental course materials, as well as to check their grades. Students may also be required to submit assignments using Canvas.

**(Campus 5)** Students will be required to use Canvas to access course syllabus, recorded lectures, class preparation guidelines and handouts, and supplemental course materials, as well as to check their grades. Students will also be required to submit assignments using Canvas. In addition to these, students will engage in class discussions by creating or relying to threaded discussion topics on Canvas.

*Technical Support:* The MSU [Help Desk](#) is a service provided at no charge to all students, staff, and faculty at Mississippi State University. The consultants are there to help you with various computer-related information or problems. Check the Information Technology Services (ITS) Web site at <http://www.its.msstate.edu> for handouts and/or resolutions to common computer problems. If you cannot find an answer to your question on the Web or you do not have access to the Internet, please call ITS at 325-0631 or 888-398-6394 (7:30 a.m. to Midnight Monday through Thursday; 7:30 a.m. to 5:00 p.m. Friday; 1:00 p.m. to Midnight Sundays). You can also e-mail ITS directly for help with technical problems at [helpdesk@msstate.edu](mailto:helpdesk@msstate.edu) or go by their office at 108 Allen Hall with walk-in hours from 8:00 a.m. to 10:00 p.m. Monday to Thursday; 8:00 a.m. to 5:00 p.m. Friday; 1:00 p.m.-10:00 p.m. Sunday.

## Diversity:

This course will comply with the Mississippi State University diversity policies. Issues in diversity (gender, race, SES, culture) will be noted as concerns with individual differences in the field and will be identified and regularly assessed when discussing topics.

### **Accommodation for Students with Disabilities:**

Students with disabilities in need of accommodations to meet the expectations of this course are encouraged to bring this need to the attention of the instructor and should register with the Office of Student Support Services as soon as possible. The Office of Student & Disability Support Services is located in 01 Montgomery Hall, (662) 325-3335 (phone), and <http://www.sss.msstate.edu> (web address).

### **University Safety Statement:**

Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your mystate portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case of emergency, call 911. For more information regarding safety and to view available training resources, including helpful videos, visit [ready.msstate.edu](http://ready.msstate.edu).

### **Field Component:**

There is no field component in this course.

### **Evaluation of Student Progress: (Campus 1 and Campus 5)**

Student progress will be measured as follows:

**Websites & Banner Image:** Students will design and develop banner images, an introductory as well as personal websites and critique examples of websites as provided by the instructor. (Course Objectives #3, 5, 7)

**Weekly Assignments:** Students will have weekly assignments over the course of the semester that will facilitate students' exploration and deeper understanding of the materials covered in class. Students will write a 1-page journal entry based on the assignment. Journal entries will be double-spaced in 12-point Times New Roman font. Assignments will be submitted through Canvas. Guidelines will be posted on Canvas. (Course Objectives #1, 2, 3, 4, 5)

**Midterm Exam:** There will be a midterm exam. It will contain questions covering knowledge and understanding of the material, as well as explanation of this knowledge. Questions may be taken from the text, lecture materials, laboratory experiments, supplementary materials (handouts), and from instructor demonstrations. The format of the exams will vary according to the nature of the covered material. Students who will not be able to take the exam at a scheduled time are responsible for contacting the instructor and arranging to make up the exam, prior to that scheduled exam. If an exam is missed due to circumstances beyond the control of the student, it is the student's responsibility to contact the instructor at the first available opportunity. (Objectives 1-4)

**Final Project (paper):** Students will complete a final project (paper) pertaining to the principles and development of graphics and web design. (Objectives 1-7)

**Topic Presentation (Graduate Students only):** Graduate Students create and present a PowerPoint presentation for their final project to the class. (Objectives 1-7)

**Evaluation of Student Progress:**

Student performance will be evaluated based upon the following criteria:

	Undergraduate Students	Graduate Students
Websites and Banner Image	210	210
Weekly Assignments	80	80
Midterm Exam	100	100
Final Project (including planning documents)	110	110
Topic Presentation ( <i>Graduate Students Only</i> )	NA	80
<b>Total</b>	<b>500</b>	<b>580</b>

**Grading Scale:**

	Undergraduates	Graduates
A	450-500	522-580
B	400-449	464-521
C	350-399	406-463
D	300-349	348-405
F	below 300	below 348

**Attendance Policy:**

The class is responsible to read the MSU Attendance Policy AOP 12.09. <https://www.policies.msstate.edu/policy/1209>.

In accordance with university policy (AOP 12.09), students should attend all classes. When an absence from class is essential, the student must inform the instructor via phone or Email, and provide appropriate documentation.

Attendance in the **online course** is evaluated on a weekly basis. Each student is expected to join the online environment at the scheduled time for a combination of lecture and discussion. Just as in the face-to-face environment, not being logged in for class constitutes a single absence.

**Title IX Policy:**

MSU is committed to complying with Title IX, a federal policy that prohibits discrimination, including violence and harassment, based on sex. This means that MSU’s educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU’s Director of Title IX IEEO Programs at 325-8124 or by e-mail to [titleix@msstate.edu](mailto:titleix@msstate.edu). Additional

resources are available at <http://www.msstate.edu/web/security/title9-12.pdf>, or at <http://students.msstate.edu/sexualmisconduct/>.

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- Adobe Creative Team. (2018). *Adobe Dreamweaver CC classroom in a book* (2018 release). San Jose, CA: Adobe Press.
- Beaird, J., & George, J. (2014). *The principles of beautiful web design* (3<sup>rd</sup> ed.). Collingwood, Australia: Sitepoint.
- Campbell, J. T. (2015). *Web design: Introductory*. Boston, MA: Cengage.
- Cheon, J., & Grant, M. M. (2009). Are pretty interfaces worth the time? The effects of user interface types on web-based instruction. *Journal of Interactive Learning Research*, 20(1), 5-33.
- Nielsen, J. (2000). *Designing web usability: The practice of simplicity*. Indianapolis: New Riders.
- Sklar, J. (2015). *Principles of Web design* (6<sup>th</sup> ed.). Boston, MA: Cengage.
- Williams, R. (2014). *The non-designer's design book* (4th ed.). Berkley, CA: Peachpit Press.