

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Web Design 1

CODE NO. : PHT302 **SEMESTER:** 3

PROGRAM: Digital Photography and Imaging

AUTHOR: Tim Harris

DATE: July 2011 **PREVIOUS OUTLINE DATED:** none

APPROVED: "B.Punch"

CHAIR

DATE

TOTAL CREDITS: 3

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 3

Copyright © The Sault College of Applied Arts & Technology
Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.
For additional information, please contact Brian Punch, Chair,
School of Natural Environment/Outdoor Studies & Technology Programs
(705) 759-2554, Ext. 2681

I. COURSE DESCRIPTION:

Web Design 1 – Students will learn how to develop basic web pages with a particular focus on photography's role and use in websites.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Critically evaluate the effectiveness of images in written and verbal format.

Potential Elements of the Performance:

- Demonstrate with in class discussions the qualities of photographic images in web pages and other web uses.
- Make spoken and written presentations of qualities of images in web design and other web uses.

2. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.

Potential Elements of the Performance:

- Make spoken and visual presentations to class that demonstrate web design and other web presence abilities.
- Create a web page and other web presence uses that shows design skills that meets audience needs.
- Write proposals and evaluations of web design assignments.

3. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

Potential Elements of the Performance:

- Demonstrate communication skills with in class discussions.
- Make written and visual evaluation to material presented by instructor and class.

4. Use a variety of thinking skills to anticipate and solve problems.

Potential Elements of the Performance:

- Do assignments that effectively show web design and other web presence elements and principles.

5. Locate, select, organize, and document information using appropriate technology and information systems.

Potential Elements of the Performance:

- Use Photoshop, Dreamweaver and web based software to edit assignments.
- Use digital cameras and equipment to produce assignments.

6. Analyse, evaluate, and apply relevant information from a variety of sources.

Potential Elements of the Performance:

- Create web design and web presence pages that show design skills developed from information from multiple sources.

7. Show respect for the diverse opinions, values, belief systems, and contributions of others.

<insert course name here>

<insert course code number here>

Potential Elements of the Performance:

- Listen and comment in an appropriate manner to presentations by Instructor and other students.
- Show relevance to photographic and web based work that may have diverse opinions, values, and beliefs.

8. Manage the use of time and other resources to complete projects.Potential Elements of the Performance:

- Create assignments in a timely manner.
- Write test answers at appointed times using appropriate resources.

9. Capture professional quality images using the appropriate equipment and techniquesPotential Elements of the Performance:

- Finish assignments using camera and lights or ambient lighting applying techniques taught in class.

10. Utilize design elements and lighting techniques to capture images that communicate effectively;Potential Elements of the Performance:

- Apply design elements and lighting technique and use to assignments.

11. Create and edit well-designed and technically sound digital images using industry standard software;Potential Elements of the Performance:

- Use Photoshop, Dreamweaver and web based software to edit assignments.

12. Finish and distribute images in a format that meets the needs of the client;Potential Elements of the Performance:

- Create web based images and designs in assignments in professional formats.

13. Develop a portfolio that demonstrates creative and professional skills and abilities in digital image capture and editing;Potential Elements of the Performance:

- Utilize creative web design skills and technical skills developed to build a body of work that will work effectively in web presence.

14. Communicate effectively with clients and suppliers to provide high quality services;Potential Elements of the Performance:

- Through written and oral communication with Instructors, suppliers and potential clients students will develop projects to specifications using web design skills learned in class.

15. Participate in ongoing professional development and adhere to ethical and industry standardsPotential Elements of the Performance:

- Hand in all assignments in a professional industry standard manner with respect to ethical standards

16. Apply a systematic approach to solve problemsPotential Elements of the Performance:

- Research, develop, and implement assignments and presentations with respect to web design application and problem solving.

17. Communicate effectively with clients and suppliers to provide high quality services;Potential Elements of the Performance

- In communication with Instructor and any suppliers produce professional photographs.

<insert course name here>

<insert course code number here>

III. TOPICS

1. Web Presence for Professional gain
2. Social Media
3. Content Management Systems
4. Web Portfolio Design
5. Web Site Design

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc.

V. EVALUATION PROCESS/GRADING SYSTEM:

All assignments = 100% of the grade.

Students must complete all assignments to achieve credit for the course.

There will be approximately 10 practical assignments, which will make up the total grade.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	

<insert course name here>

<insert course code number here>

W Student has withdrawn from the course
without academic penalty.

VI. SPECIAL NOTES:

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

<insert course name here>

<insert course code number here>

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *<Optional: It is the departmental policy that once the classroom door has been enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.>*

<insert course name here>

<insert course code number here>

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of <choose November, March, or June> will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work.

Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.

<insert course name here>

<insert course code number here>

Deductions – Lates and fails

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 20% deduction for each week that it is late. The total late penalty will be deducted from the final grade of the assignment.

Fail:

A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory “D” grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor’s specific instructions.

Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted.
- It must be understood that resubmitted assignments are usually marked with greater scrutiny

<insert course name here>

<insert course code number here>

scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.

- When comparing the original submission grade the student will receive benefit of the higher grade.