

Nashville State Community College
Business & Applied Arts Division (Visual Communications)
Master Course Syllabus

COM 1010, Basic Web Design

Course Description:

Presents the principles for planning well-designed Web pages and Web sites. Explores the factors that affect Web layout and design, such as organization, navigation, usability, accessibility, typography, graphics and color.

Prerequisite(s): [Level 2 placement in English and Reading](#); basic computer and Web navigation skills.

3 Credits

3 Class Hours

Instructor Information:

Name: varies

Email: send advising questions about this course to david.weilmuenster@nsc.edu

Office Phone:

Office Location:

Office Hours:

Textbook and Other Materials:

Textbooks: Don't Make Me Think Revisited, 3rd edition, by Steve Krug, ISBN 0-321-96551-5 or ISBN 978-0-321-96551-6, New Riders Press, © 2014, and Web Design: Introductory, 5th edition, by Jennifer T. Campbell, ISBN 1285170628 or ISBN 9781285170626, Cengage Publishing, © 2014.

Reference Materials: none

Supplies: Students will find it helpful to have access to a scanner.

Course Outcomes:

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

- Demonstrate an understanding of typographic and design fundamentals through quizzes, discussions and assignments.
- Demonstrate an understanding of usability from the site visitor's perspective through quizzes, discussions and assignments.
- To identify and critique problems in orientation, navigation, and functionality of a Web site.
- Conduct a Usability Test and report on the findings.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes

- To define and explain the concept of Information Architecture.

- To recognize and apply basic design layout principles.
- To recognize and apply typographic communication and design principles.
- To create a flowchart and a site map.
- To identify and critique problems in orientation, navigation and organization of a Web site.
- To create a wireframe (storyboard) which indicates the elements and actions on a page.
- Select, research and write about a prominent individual from the history of Web development.

Core General Education Competencies:

The following are detailed course competencies intended to support the course outcomes

- To reinforce student(s) ability to write clear, well-organized documents by requiring a written research report.
- To reinforce student(s) ability to locate, evaluate, and use multiple sources of information through assignments which require students to consider and synthesize various sources on a variety of web design topics.
- To reinforce student(s) ability to use critical thinking skills through design analysis and web page critiques.
- To emphasize student(s) ability to use and adapt current technologies through a study of and use of the World Wide Web.
- To reinforce student(s) appreciation of cultural diversity and the influence of history and culture through both an emphasis on accessibility guidelines and an emphasis on designing pages for a target demographic.
- To reinforce student(s) ability to apply scientific thought processes to a range of situations through the creation of storyboards and site maps or flowcharts.

Course Assessments:

There will be a quiz nearly every week. You can take these quizzes online, and they will be graded instantly.

There are two scheduled exams; a Midterm and a Final. These exams must be Proctored. You must take your exams during the scheduled week or receive a zero. Your instructor or a Proctor must enter a password to grant you access to the midterm and final exams. Books are not permitted for the midterm or the final.

Projects, Discussions and Participation (including attendance and tardiness) will be scored.

Grading Policy

Assignment and project due dates *must* be met. Late work will not be accepted. Any missing grades will be counted as a zero. Your semester grade will be calculated by percentages.

- 30% - Projects/Assignments
- 20% - Discussions/Participation
- 20% - Online Quizzes
- 30% - Midterm and Final Exams

Grading Scale:

A grade of C or above must be earned in all COM and PHO courses to meet prerequisite and graduation requirements. Letter grades will be calculated according to the following scale.

A: 100 - 93

B: 92 - 85

C: 84 - 77

D: 76 - 70

F: Below 70

FA, or FN: Non-Attendance (see Attendance Policy)

Attendance Policy

Students are responsible for all material covered and assigned regardless of absences. A student is expected to attend all scheduled classes and laboratories. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

For students in an online class, attendance will be determined by online communications and submissions. On-site students are expected to attend all classes, to be on time, and to stay until class is dismissed: absences or tardiness for *any* reason will affect your participation grade. Any student arriving late *or* leaving early will be considered tardy: two such occurrences will count as one absence. Students missing more than one-third of any class will be counted absent—even if they attend the remainder of that class session.

If you have been absent you must check with the instructor for permission to make up any missed tests or homework. If permission is denied, a zero will be recorded.

If you stop attending class for any reason you should officially withdraw from the course by notifying the Records Office before the deadline for withdrawals. Failure to attend class will result in a final course grade of "FA" or "FN" (see explanation below).

FA = failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.

FN = failure, never attended class (unofficial withdrawal).

Field Trips and Guest Speakers:

If possible, any speakers or trips will be scheduled during regular class time. A brief report will be required of each student describing what was learned from each trip or speaker. Although field trip attendance is not mandatory, a research report will be assigned to students unable to attend. These reports will be due at the beginning of the next class period. All students attending a field trip will sign a form releasing the school from liability.

Notice of Right to Retain Student Work:

The Visual Communications program reserves the right to retain copies of selected student work as examples for teaching purposes, promotional purposes, and as a part of its permanent collection.

Student Communication Channels

It is the student's responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the [Access Center](#) at (615) 353-3721 and provide the appropriate form to your instructor.

Some Rules:

These rules apply in all classrooms throughout the department.

- Strict safety precautions will be taken when near chemicals, tools, or equipment.
- Eating and drinking is not allowed in the classroom.
- Smoking is not allowed anywhere on campus.
- Cell phones or pagers must not interrupt class.
- At the end of class you must log out from your computer.
- Copying or Piracy of software is illegal, subject to fines, and grounds for dismissal.
- You will not bring any other software to install or use on the school computers.

Classroom Misconduct

Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your [Student Handbook](#) for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

Academic Dishonesty (Honor Code)

Plagiarism is a violation of the [NSCC Student Code of Conduct](#). You are expected to submit only work that you do yourself. Do not collaborate on work with other students unless you are assigned a group project. Failure to observe these rules can result in your receiving a failing grade or being dismissed from the class with a grade of F.

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Inclement Weather Policy

In the event of an inclement weather event, check the Nashville State website home page at <https://www.nsc.edu/> for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in D2L. Check your D2L email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Associate Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

NOTE: *This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor's discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.*