

Course Title:	Web Photographic Portfolio I
Course Code:	PH302
Prerequisite:	PH204: Color Management
Course Description:	Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design, and produce basic web pages.
Course Length:	11 Weeks
Contact Hours:	44 hours total (22 lecture hours, 22 lab hours)
Credit Value:	3.0 Quarter Credit Hour Definition: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an equivalency that is not less than: (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or (2) At least an equivalent amount of work as required in the previous paragraph for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.
Course Competencies:	Upon completion of this course, the student should be able to: Create effective digital workflow <ul style="list-style-type: none"> • Understand the differences in file formats and color spaces • Utilize appropriate file formats Analyze images to determine positive and negative attributes <ul style="list-style-type: none"> • Apply rules of composition Exhibit conviction and commitment to quality in all work <ul style="list-style-type: none"> • Produce work that properly showcases the individual's ability • Articulate visually and verbally the underlying themes of the work Demonstrate proficiency with HTML and motion software for webpage design <ul style="list-style-type: none"> • Apply HTML code to the design and layout of a complex web page • Recognize HTML development issues as they impact final product delivery • Apply encoding techniques for dynamic web pages • Utilize software applications for web page construction • Design a web page with appropriate text and graphics • Demonstrate knowledge of the advantages and limitations of the delivery medium
Students with Disabilities:	The Art Institute of Raleigh-Durham provides accommodations to qualified students with disabilities. The Student Affairs office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting their success at The Art Institute of Raleigh-Durham. The Art Institute of Raleigh-Durham is committed to providing qualified students with a disability an equal opportunity to access the benefits, rights and privileges of college services, programs and activities in compliance with The American with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. Students who believe they are in need of accommodations should contact the Disability Services office. If you have a concern or complaint in this regard, please contact the Director of Student Services in Room 007, or call 919.317.3146. Complaints will be handled in accordance with the school's Student Grievance Procedure for Internal Complaints of Discrimination and Harassment.

Attendance Policy:	<p>A student who accumulates ten (10) cumulative hours of absenteeism (or 23% of class meeting hours) in a scheduled course during any academic quarter will receive a grade “F” for that course. Effective April 1, 2007, students will no longer be withdrawn from a class for ten (10) consecutive hours absent.</p> <p>The Registrar will automatically terminate from school any student who fails to attend all classes on his/her schedule for two (2) consecutive weeks of the quarter.</p>																						
Student Conduct Policy:	<p>Students whose conduct is detrimental to the educational process or disruptive to The Art Institute of Raleigh-Durham environment may be subject to discipline pursuant to the Student Code of Conduct which is published in the Student Handbook. Instructors as well as students have the right to teach and learn in a safe and productive environment. No one shall infringe upon this right at The Art Institute of Raleigh-Durham. The Art Institute reserves the right to suspend or permanently terminate any student whose conduct is detrimental to the teaching environment within the classroom or to the well-being of fellow students and/or faculty and staff members, or who causes damage to the appearance or structure of The Art Institute of Raleigh-Durham facility and/or equipment therein; cheats, copies or otherwise plagiarizes the artwork or assignments/projects of other students or professionals; verbally abuses, insults, physically or psychologically threatens or intimidates other students, faculty or staff, or who otherwise displays conduct detrimental to his or her own academic progress or ultimate success in the field for which he or she is being educated. Disciplinary issues are handled through the office of the Dean of Student Affairs or through the Dean of Academic Affairs office. See Student Rights and Responsibilities and the Student Code of Conduct in the Student Handbook for a more detailed explanation of this subject.</p>																						
Academic Dishonesty/ Plagiarism Statement	<p>The Art Institute of Raleigh-Durham seeks to foster a spirit of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student must be documented through normal scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. The school further considers resubmission of a work produced for one course in a subsequent course or the submission of work done partially or entirely by another to be academic dishonesty. It is the student’s responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment or exam or project and what sources may be used.</p> <p>Students are expected to complete all original work without collaboration and within the specified time. Students are expected to respect and uphold standards of honesty in submitting written work to the Instructor. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action up to and including dismissal from school. Plagiarism will automatically lead to a grade of F for the course.</p>																						
Grading Scale:	<table> <tr><td>A</td><td>94 – 100</td></tr> <tr><td>A-</td><td>90 – 93</td></tr> <tr><td>B+</td><td>87 – 89</td></tr> <tr><td>B</td><td>83 – 86</td></tr> <tr><td>B-</td><td>80 – 82</td></tr> <tr><td>C+</td><td>77 – 79</td></tr> <tr><td>C</td><td>73 – 76</td></tr> <tr><td>C-</td><td>70 – 72</td></tr> <tr><td>D+</td><td>67 – 69</td></tr> <tr><td>D</td><td>60 – 66</td></tr> <tr><td>F</td><td>59 and lower</td></tr> </table>	A	94 – 100	A-	90 – 93	B+	87 – 89	B	83 – 86	B-	80 – 82	C+	77 – 79	C	73 – 76	C-	70 – 72	D+	67 – 69	D	60 – 66	F	59 and lower
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The Art Institute of Raleigh-Durham®
Course Syllabus

Course Title: Web Photographic Portfolio I
Course Code: PH302
Session: Spring 2013
Meeting Day/Time: Thursday 1pm – 5pm
Instructor: Andrew Ross
Contact: awross@aii.edu or aiiandrewross@gmail.com (preferred)
Office Hours: Thursday 12-1pm, Friday 12-2pm, or by appointment

Suggested Textbook: Dreamweaver CS6: Visual Quickstart Guide, Tom Negrino & Dori Smith

Suggested reading: Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug.

Required Supplies:

- Flash (thumb) drive and/or external HD

Methods of Assessment:

Projects (3) <i>(each project is worth 10%)</i>	30%
Homework Assignments (3) <i>(each assignment is worth 5%)</i>	15%
Reading/Quizzes	10%
Midterm Test	10%
Professionalism/Participation	20%
Final Project/exam	15%
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Total	100%

Projects and Assignments:

This class will have both Homework Assignments and Projects. Each project/assignment will vary as far as requirements. Each Assignment and Project will be given with a typed handout explaining the guidelines for that particular assignment/project. The criteria will be discussed and clarified in class, however it is your responsibility as a student to follow those criteria. Everything you need to know will be listed on the assignment sheet. The grading rubric for each assignment will be directly based on the assignment sheet. **READ THE ASSIGNMENT/PROJECT DESCRIPTIONS CAREFULLY, AND FOLLOW THE OUTLINED DIRECTIONS.**

If the project/assignment is to be turned in digitally, I expect you to either upload the required materials to my Dropbox account *before* class or bring a jump drive to class containing a folder with your assignment. Be *sure* that all required files are contained in a folder with YOUR NAME and ASSIGNMENT # as its name. If you decide to use CDs, they must be readable to both Mac and PC and must be tested before turning in the assignment.

If the project/assignment is to be uploaded to your course-designated web account, be sure that all files are uploaded *before* class and that all aspects of the page(s) work properly on the web.

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Course Syllabus

Professionalism/Participation:

For this course, the Professionalism/Participation grade will be determined on a class-by-class basis. Each class period during the quarter will have 2 points assigned to it, with 4 points being scored for the initial class period. Since there are 11 weeks in the quarter, this scoring allows for up to 24 points to be earned from a score of 20. That allows for up to 4 bonus points! So note that active, professional participation and attendance at every class period will significantly improve your grade. Students who are absent from class will receive a zero (0) for that day (with the 4 bonus points included in the overall score, students can miss up to 2 classes). Students who are late, disruptive, unprepared, or in other ways not professional or not actively participating during a class period will receive a deduction that will reduce their Professionalism/Participation grade for that day.

Computer lab rules

1. No food or drink next to computers. Please leave your drinks on the floor next to your computer, and only bring *sealable* drink containers (not cans or cups).
2. Please do *not* touch screens.
3. Do not adjust monitor calibrations/brightness/darkness/color spaces unless you have been trained to do so.
4. Pick up after yourself (trash, equipment that may be untidy, etc) or others.

General Photography Department Expectations:

All of the course expectations, lab rules, and student behavior expectations outlined in the AI Photography Expectations Supplement posted on eCompanion are considered to be a part of this syllabus.

BRING YOUR FLASH DRIVE TO EVERY CLASS SESSION. This is where you will keep your course pages/site, and you will be working in this site folder during *every* class.

WEB PHOTOGRAPHIC PORTFOLIO I: SPRING 2013

PROF. ROSS

WEEKLY SCHEDULE

Week 1

April 4

Introduction and overview of course, objectives and syllabus.
Navigating and understanding the web, how websites work.
What makes a website good?
Web terminology and acronyms.
Introduction to the basics of HTML.
Homework: Homework Assignment 1 (due Week 2) – evaluate web sites
Homework: read “How to Make Your Web Site Sing for You”
Homework: review “Common Web Terms”
Homework: review “Basics of HTML”

Week 2

April 11

Homework Assignment 1 DUE, discussion
Quiz on week 1 information
Create web FTP accounts.
Setup Dreamweaver FTP access.
Basics of Dreamweaver. Integration with Photoshop.
Dreamweaver interface and site control.
Homework: read Web-Safe Fonts
Homework: read chapters 1 & 2 in Visual Quick Start Guide
Homework: Homework Assignment 2 (due Week 3) – building a first web page

Week 3

April 18

Homework Assignment 2 DUE, upload to individual accounts.
Image formats and color-spaces for web
Image types for the web: JPEG, GIF, PNG, transparency
How to proof and use the “Save for Web” option in Photoshop
Page Properties
Type and fonts on the web, formatting text and links.
Set up Font Lists in Dreamweaver.
Homework: read chapters 3 & 4 in Visual Quick Start Guide
Homework: Project 1 (due Week 4) – Favorite Photographer

Week 4

April 25

Quiz on Week 2 and 3 information and readings.
Project 1 DUE, critique
How “Cascading Style Sheets” work.
Working with tables, working with layers, layout
CSS styles – backgrounds, fonts, borders, layout.
Adding Navigation to your page; linking multiple pages together.
Review for Midterm
Homework: read chapters 5 & 6 in Visual Quick Start Guide
Homework: Homework Assignment 3 (due Week 5) – Navigation menu across multiple pages

WEB PHOTOGRAPHIC PORTFOLIO I: SPRING 2013
PROF. ROSS
WEEKLY SCHEDULE

Week 5 May 2

MIDTERM EXAM
Homework Assignment 3 DUE
Animated GIFs, rollover images.
How to make a multi-page web gallery.
Homework: read chapters 7 & 8 in Visual Quick Start Guide
Homework: Project 2 (due Week 6) – Recipe page

Week 6 May 9

Project 2 DUE, critique
Designing web pages in Photoshop.
Individual student meetings, midterm grades
Demo on Spry and Javascript to make interactive elements on a page.
In-class lab time to work on Project 3
Homework: complete Project 3 (due Week 7) – multi-page gallery

Week 7 May 16

Project 3 DUE, critique
Quiz on readings and class material
Lecture TBD

Week 8 May 23

How to make a single-page web gallery
Final Project discussion and preparation.

Week 9 May 30

Final Project progress check 1.
In-class lab time to work on Final Project.

Week 10 June 6

Final Project progress check 2
In-class lab time to work on Final Project.

Week 11 June 13

Final projects DUE
Presentation and Critique of final projects