VCD 46000 and CS 4/57105 Web Design and Programming I

The lab-oriented course is organized and taught jointly by CS and Arts faculty and meets twice a week. Students form teams to design and implement actual Web pages and present their final projects at the end of the semester.

During the first week teams, consisting of CS and VCD students, will be formed.

Prerequisites

VCD 37000 (or permission), Students should have enough programming and Web usage experience.

Requirements

- Mid-term exam 30%
- Homework assignments 40%
- Project milestones and finished team
project 30%
- No final exam

Attendance in classes is very important. Team leaders will keep attendance records for each class and report missing team members to the instructors by email. Instructors may tak roll calls from time to time. This is to follow new University rules for keeping track of student attendance.

**Major Topics**

- Introduction to the Internet and Web
- Web publishing tasks and tools
- Web site design methodology
- Hypertext Markup Language --- XHTML, Cascading style sheets
- Tools for creating art and content for Web pages, photoshop, IDLs.
- Cascading Style Sheets (CSS)
- Visual Communication on the Web
- Artistic and logical Design of Web pages
- HTTP and CGI and CGI applications
- Server-side scripting --- Perl, HTTP, and CGI
- Client-side scripting --- DHTML, DOM and JavaScript

**Text And References**

1. Textbook: *Introduction to Web Design and Programming*
   Paul Wang and Sanda Katila,
2. See textbook website for resources and links

**Expectations for Students**

WDP-1 is the first course in the Web Design and Programming (WDP) sequence that includes also WDP-2 and WDP-Studio. Based on sufficient background in CS (Computer Science) and VCD (Visual Communication Design), WDP-I focuses on the basic principals and techniques for building highly effective and attractive websites conforming to open standards. The course combines and integrates computer science topics with VCD topics. It follows the textbook by Paul Wang and Sanda Katila closely.

While we are not expecting VCD students to become expert programmers we do expect them to pick up basic programming skills in HTML, CSS, and Javascript to help their design work and to collaborate with programmers effectively.

Similarly, while we do not expect CS students to become expert designers, we do expect them to understand design concepts, to know how to use design and image processing tools, and to collaborate with designers by incorporating their design into a well-constructed Web site.

Here we list what we expect the course to teach and students to learn.

**Expectations for VCD students**
• VCD topics: Understanding and application of core web design principles and elements, information architecture, layout grids, page structure, use of Photoshop and Dreamweaver.

• CS topics: HTTP concepts, XHTML, CSS, Javascript, HTML+CSS for page layout, form layout, page templates, basic DHTML/DOM, basic form processing

**Expectations for CS students**

• VCD topics: Understanding of core web design terminology, ability to review, critique and communicate in design terms, basic application of design principles, information architecture, layout grids and page structure.

• CS topics: HTTP protocol, hand coding of XHTML to pass validation, CSS and table for page layout, in-depth CSS, Javascript, DOM, DHTML, forms and form processing (CGI), HTML, CSS, and Javascript troubleshooting/debugging, effective collaboration with designers.

**Registration Requirement**

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The last day to withdraw is 11-08-2009.

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**STUDENT CHEATING AND PLAGIARISM: Condensed Version**

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2. Using notes, textbooks or other information in examinations, tests and quizzes, except as expressly permitted;
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own without citing the source, such as the use of purchased research papers.

**Academic Sanctions, From Section D**

The following academic sanctions are provided by this rule for offenses of cheating or plagiarism. Kent campus instructors shall notify the department chairperson and the student conduct office each time a sanction is imposed. Regional campus instructors shall notify the regional campus dean and the student conduct officer each time a sanction is imposed. Regional campus student conduct officer shall notify the Kent student conduct office each time a sanction is imposed by a regional campus Instructor. The following academic sanctions are provided by this rule for offenses of cheating or plagiarism. In those cases the instructor may:

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2. Assign a grade of "F" or zero for the project, test, paper, examination or other work in which the cheating or plagiarism took place; or
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4. Recommend to the department chair or regional campus dean that further action specified in the rule be taken. The department chairperson or regional campus dean shall determine whether or not to forward to the academic dean
or to the vice president for the extended university a recommendation for further sanction under this rule.

**Procedures for invoking sanctions (From Section E)**

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(a) Inform the student as soon as is practical, in person or by mail, of the belief that an act of cheating or plagiarism has occurred. If the student cannot be reached in a reasonable period of time, the instructor may proceed with sanctions, notifying the student in writing as promptly as possible of the belief and the procedural steps the instructor has taken.

(b) Provide the student an opportunity to explain orally, in writing, or both, why the student believes the evaluation of the facts is erroneous.

(c) If the explanation is deemed by the instructor to be inadequate or if no explanation is offered, the instructor may impose one of the academic sanctions listed in paragraph (D)(1)(a) of this rule. Where
appropriate, the instructor may recommend the imposition of academic sanctions listed in paragraph (D)(1)(b) of this rule. In addition, the instructor may refer the matter to the dean of the college, campus, or school in which the student is enrolled for imposition of academic sanctions listed in paragraph (D)(1)(b) of this rule.

(d) The instructor shall notify the office of judicial affairs of the circumstances and action taken. Such notification will be used as background information in the event that formal conduct charges are initiated against the student.

(e) The instructor shall inform the student in writing of the right to appeal, and the procedure to follow.

(f) The instructor shall keep the evidence of cheating or plagiarism in a secure place and provide it upon request to any appeals officer or the conduct officer. The instructor shall provide copies on request to the student at the student's expense.

(g) The instructor shall cooperate with academic and student conduct personnel in any appeal of the decision, and/or in adjudication of any disciplinary proceedings.

**Academic Appeals**

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immediately above the unit from which the appeal emanates. Appeals are limited to the following reasons:

a. The decision is arbitrary or unreasonable,

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SYLLABUS

Catalog Description

Course Number: VCD 46053 and CS 4/57107

Prerequisite: Web Design and Programming-I (CS 4/57106 and VCD 46003), or permission from the instructor, 6K level CS credit is possible through individual studies offered by the CS instructor (Wang)

Course Description

A joint Computer Science (CS) and Visual Communication Design (VCD) project course exploring advanced aspects of web design and programming. Student may pursue individually defined projects or team projects for real clients. Creative combination and integration of art and programming are emphasized through lectures and labs. Limited enrollment (12 max).

Contents:

COMPUTER SCIENCE:

- E-commerce, shopping carts, stores
- Shipping, payment processing, PayPal
- Object-oriented Javascript, Actionscript for Flash CS3
- XML for the Web, XSL, XSLT, XLink, XPath
- CSS for XML
- JavaScript and DOM for XML
- Defining XML markup: DTD, Schema
- Web services, SOAP/REST, WSDL, RSS, PHP support for writing Web service servers and clients
- Synchronized Multimedia Integration Language (SMIL), overview and examples
Scalable Vector Graphics, basics, principles, specification and usage
SVG animation, tools, applications, and advanced features
MathML: Mathematical Markup Language
Web security
Symmetric and public-key encryption, RSA and ECC
Digital signature and message digests
Digital certificates and Certificate Authorities
Secure Socket Layer, OpenSSL, server and client certificates
Apache and OpenSSL support for SSL
Firewalls

VISUAL COMMUNICATION DESIGN:

Separating Content And Style
Design for Usability
Dreamweaver CS3
Working with video in i-Movie
Pod Casting
Designing Product Presentations
Designing Payment Systems
How to Conduct Research
Writing Creative Briefs
The Art of Digital Branding
Flash CS3
Design for Mobile Devices

Term Project:

On top of performing realistic tasks related to site creation for clients, the course also encourages creativity and novel combination of design and programming.

students are encouraged to freely express themselves and create experimental artistic/programming effects that may push the envelope. The creative results will be showcased on the course website.

Course Requirements:

In-class performance and midterm exam (30%), homework (30%), milestones and finished term project (40%).

Textbooks:
References, lecture notes and on-web literature will be used in lieu of textbooks.

Attendance in classes is very important. Team leaders will keep attendance records for each class and report missing team members to the instructors by email. Instructors may take roll calls from time to time. This is to follow new University rules for keeping track of student attendance.

Read the University Cheating and Plagiarism Policy and Help for students with disabilities.

Expectations for Students

WDP-Studio is the third course in the Web Design and Programming (WDP) sequence that includes also WDP-1 and WDP-2. Students are expected to have taken WDP-1 and WDP-2 or have equivalent background. WDP-Studio covers advanced topics and techniques for the Web. The class has different expectations for CS and VCD students as described below.

Expectations for VCD students

- VCD topics: The full list of VCD topics contained in the syllabus that are covered in the course.
- CS topics: E-commerce principles, installing and managing a Web store, creating SMIL pages, principles and Web applications of XML, producing SVG graphics, Web security principles

Expectations for CS students

- VCD topics: It is expected that students keep an open mind, welcoming new and creative design possibilities. I expect that they will turn their ideas into effective, aesthetically and technically elegant solutions for global audiences across multiple devices.
- CS topics: The full list of CS topics contained in the syllabus that are covered in the course.

Registration Requirement

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policy requires all students to be officially registered in each class they are attending. Students who are not officially registered for a course by published deadlines should not be attending classes and will not receive credit or a grade for the course. Each student must confirm enrollment by checking his/her class schedule (using Student Tools in FlashFast) prior to the deadline indicated. Registration errors must be corrected prior to the deadline.

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SYLLABUS

Instructor Team

- Prof. Sanda Katila (Visual Communication Design)
- Prof. Paul S. Wang (Computer Science)

Prerequisites

- Web Design and Programming I
- CS, VCD and other students with equivalent background may register only after obtaining instructor permission.

Description

This 3-credit class is a joint Computer Science (CS) and Visual Communication Design (VCD) course on advanced Web techniques and multimedia Web design: Web servers, security, advanced design, Java servlets, applets, database connectivity, site maintenance, and creation of actual Web sites by teamwork.

Course Contnet

- Computer Science:
  - Dynamic page generation, active pages (PHP, PEAR, sessions, authentication, HTTP1.1)
  - Database connectivity, database supported webpages (SQL, MySQL, and PHP support for database access)
  - Object-oriented coding (PHP and Javascript)
  - Virtual hosting, content negotiation
  - Web servers and server configuration
  - Website access control
  - Server-side programs as web clients
Site and page search
Preparing and serving multimedia content:
  audio and video
Scripting for sound and animation
  (Actionscript for Flash)
Visual Communication:
  Programming and interface design; the essential components for effective commercial sites
  Organizing large volumes of information; integrating effective programming with streamlined design
  Application of typography, layout and sequencing to web sites
  Introduction to Audio and Video for the Web for all major platforms
  Exploring options, tools and effective uses of multimedia for the Web
  Why, Where and How to Design Animation for the Web
  Implementing design with advanced Web technology

Course Requirements

  • Homework assignments 40%
  • Mid-term exam 30%,
  • Milestones and Finished team project 30%
  • No final exam

Team Project

Students will form Web design and implementation teams to create new sites or upgrade existing sites. The projects will put the course materials to use in realistic situations. Teams will present finished, near production, Websites and submit a joint project report in lieu of final exams. Individual team members will also submit separate written project reports on their own activities and contributions to the team project.

Textbook

An Introduction to Web Design and Programming by Paul Wang and Sanda Katila.
**Book ordering information**

**Expectations for Students**

WDP-2 builds on a solid foundation of Web Design and Programming from WDP-1. The focus of WDP-2 is to address more advanced issues of practical importance for creating and maintaining Web sites.

We are not expecting VCD students to become programmers. Although some html, php, and actionscript coding are required when that helps design and site information architecture.

We are not expecting CS students to become designers. Although understanding design concepts, use of some design tools can help the construction and maintenance of a website.

Here we list what we expect the course to teach and students to learn.

**Expectations for VCD students**

- **VCD topics:** GOLive/Dreamweaver: understanding page layouts and site architecture. Working with layouts, tables, layers, page structure, templates, rollovers, drop down menus, type and intermediate level CSS to create aesthetically pleasing, well designed websites.

  Flash Foundation: Understanding the basic concepts and logic of interactivity and motion. Creating and working with interaction, buttons, shape and mouse interactions, basic scripting in ActionScipt. Creating and applying external elements such as sound and video in Flash.

- **CS topics:** what is an active page, understanding PHP in order to appreciate and perhaps use PHP in HTML to organize a page templates into reusable parts, learning about PHP's support of graphics, understanding databases and how they can be applied to help a Web site, action scripting for Flash (some programming here),
including audio and video, Flash in Web pages, understanding server-side access control, user authentication, and how to make a web site fast loading through HTTP 1.1 techniques.

Expectations for CS students

• VCD topics: Design: Learning and applying basic design principles such as hierarchy, contrast, asymmetry and positive/negative space to website design through page layout homework. Developing sensitivity and appreciation for layout and type while applying newly learned skills to homework assignments.

Flash: Understanding the basic concepts in Flash; leaning program logic and applying ActionScripting to homework and final projects. Working alongside designers and serving as programming consultants on the final projects.

• CS topics: PHP, MySQL, PHP interface to MySQL, Apache, Apache configuration, access control, user authentication and session control, object-oriented Javascript and PHP, ActionScript, HTTP 1.1, HTTP caching, page deflation, audio, video, Flash deployment in Web pages and Javascript control of media, PHP support of graphics, actual use of database to support website operations such as user accounts

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Syllabus

In-depth course on the theory and principles of Object-based and Object-oriented programming using a language such as Java. The course covers advanced topics in inheritance and interface planning, generic (type-independent) programming, factors of polymorphism, structure and organization of class libraries, GUI and event driven programming, applets/networking, multithreading, and object-oriented design principles.

Prerequisite: CS 33001 (data structures)

Contents

- Object-based Programming --- Classes and Objects (a review)
- Principles of Inheritance and Class Modification/Refinement
- Inheritance Planning and Effective Class