

# GRA 3512-101 Web Development for Graphic Communications

Thomas W. Reese Graphic Arts & Imaging Technology Program (GAIT)  
Appalachian State University  
Department of Technology and Environmental Design

Instructor: Mrs. Hope Carroll  
Class time: TTH 12:00 – 1:50  
Classroom: Katherine Harper Hall, Room 127  
Office Hours: MW 11:00 -2:00  
Office Location: 113 Katherine Harper Hall  
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Connect: [@mhcarroll](#)

**\*\*PLEASE NOTE:** Put GRA 3512 in the subject line of ALL emails to the instructor. Please include your name. The instructor will respond within 24-48 hours to all email inquiries. If you have not heard from the instructor after 48 hours please resend the email.

## Course Description

This course is designed to build the student's knowledge of manipulating images for web delivery and developing basic web sites. This fundamental course provides thorough coverage of up-to-date HTML and CSS, which covers the syntax of HTML tags and attributes, and style rule definition. By the end of this course, students should be able to design, program, and publish a working and useful website.

## Course Objectives

Upon completion of this course, student will be able to:

1. Understand the terminology associated with web design in order to communicate effectively with peers and industry professionals.
2. Demonstrate an understanding of file types, resolution and color type for the completion of all web design projects.
3. Use HTML and CSS to design a simple web page.
4. Understand and apply the basics of web page layout.
5. Use a web authoring program (such as Adobe Dreamweaver) to produce a website.
6. Connect and upload files to a remote web server.

## Evaluation and Grades

|  |            |
|--|------------|
| 1. Course Tutorials (5 x 100 pts ea)           | 500 points |
| 2. Portfolio Builder Projects (6 x 100 pts ea) | 700 points |
| 3. Online Quizzes (7 x 10 pts ea)              | 70 points  |
| 4. Exams (2 x 100 pts ea)                      | 200 points |
| 5. Final ePortfolio (1 x 50 pts)               | 50 points  |

### **TOTAL POINTS**

**(1520 PTS)**

The grade for the course will be determined by the student's performance in each of the areas indicated above. All work is to be completed for a final passing grade to be assigned. All course work is to be completed consistent with the [Academic Integrity Policy](#) of Appalachian State University.

|          |                  |                  |                  |                  |
|----------|------------------|------------------|------------------|------------------|
| Grading: | A = 93 or above; | A- = 90 to 92.9; | B+ = 87 to 89.9; | B = 83 to 86.9;  |
|          | B- = 80 to 82.9; | C+ = 77 to 79.9; | C = 73 to 76.9;  | C- = 70 to 72.9; |
|          | D+ = 67 to 69.9; | D = 63 to 66.9;  | D- = 60 to 62.9; | F = 59 & below   |

## Required Text (purchase)

*Adobe Dreamweaver CC 2014 – The Professional Portfolio. (2014). Against the Clock* (eBook \$39.99; Bookstore hard copy \$49). This book is available at the ASU Bookstore for purchase.

## Course Structure

- The course will be taught in modules for specific topics
- Mostly in-class lecture (NOTE: some lectures may be pre-recorded and offered online via ASULearn), in-class work and homework, online quizzes, class discussion, exams, final project
- All course content will be provided via ASULearn

## Course Attendance and Participation Policies

If you expect to miss one or more class meetings because of participation in a University sponsored activity, the instructor should be notified in advance. You are responsible for the information given during the time of your absence.

Students will be responsible for lecture materials, discussions, and reading assignments. Attendance will be taken at each class meeting and points will be deducted from the final grade for excessive absences. Excused absences generally include participation in university activities (off campus); legitimate family emergencies and illness affecting your inability to attend class. **More than 2 unexcused absences will result in one letter grade reduction for each subsequent absence. Tardiness and/or leaving early will result in a deduction of the student's final grade based on frequency and time lost.**

If there are extenuating circumstances that should keep you from attending class and/or lab, it is your responsibility to notify the instructor so that the class work can be made up. The instructor will determine if an absence is excused.

### University Attendance Policies (5.5.1.1)

Please read through the university policy on attending class at [this link](#). Please be aware that a student who does not attend one of the first 2 class meetings may be dropped from the class. Students are required to attend the FIRST lab of the semester.

### Statement on Student Engagement with Courses

University Policy and Procedure Statement (4.1.2)  
Please read through the university policy on student engagement with courses at [this link](#).

### Academic Integrity Code

All members of the Appalachian State University community are responsible for promoting and adhering to an ethical learning environment.  
Please read through the University's policy on cheating and academic misconduct at [this link](#).

### Disability Services

[Read more](#) about how the University is committed to making accommodations for those students who need it. If you have special needs please communicate that with the instructor so that accommodations can be made for you.

### Things to Remember

1. Students are responsible for saving their work on an external drive or USB drive, or using some other form of backup outside of saving to the lab computer. The teacher, nor the department, are responsible for work lost on lab computers.
2. The semester schedule will be posted on [ASULearn](#) and will be updated as soon as possible or as necessary throughout the semester with assignment details and due dates.
3. The [ASULearn](#) website is NOT a contract, students are still responsible for taking notes, participating in their learning, and being present for the entire class.
4. The instructor reserves the right to make changes to the class schedule and assignments based on the needs of the class and/or weather related events.

## Safety on Campus

If you intend on leaving the building after dark please use the “buddy system” or call 262-RIDE (7433) and someone will pick you up and deliver you to your university-located room.