

## SYLLABUS & WEEKLY SCHEDULE

<b>Class Location</b>	Monday 2:35 pm-5:30 pm, Spellman Hall 115
<b>Semester</b>	Spring 2014 (Jan 21 - May 02)
<b>Instructor</b>	Nina Bellisio
<b>Email</b>	nbellisi@stac.edu
<b>Phone</b>	845 398-4155
<b>Class Website</b>	bellisio.stacstudiofriday.com
<b>Office Hours</b>	Mondays and Wednesdays 12-2, room Maguire 104

### Description

In this course, students will create digital portfolio using an online Content Management System (CMS). CSS and HTML editing will be covered. Prerequisites: ART 227 or ART 231. Suggested co-registration in ART424 Portfolio Development.

### Learning Outcomes

- » Demonstrate an understanding of web design workflow and process
- » Develop a logically-structured site map
- » Demonstrate an understanding of Wordpress and other CMS
- » Demonstrate an understanding of editing and customizing Wordpress themes
- » Examine issues of copyright and fair use
- » Produce a professional portfolio of design projects

**Materials**      *Using Wordpress* by Tris Hussey, Que Press, 2008. ISBN: 0789749076  
Flash drive (or similar), sketchbook, pencil, Sharpie, X-Acto knife

### Process of Evaluation

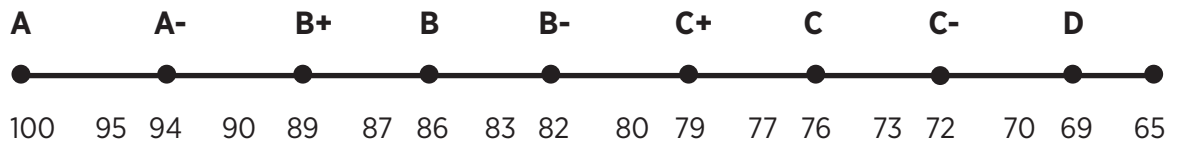
Attendance and Participation	20%
Research and Process	30%
Final Portfolio Website	50%

### Class Policies

No late work will be accepted. On-time work may be revised for possible grade improvement. More than 3 absences results in the failure of the course unless reinstatement is petitioned. Access to a computer and Adobe CS6 is highly recommended for success in this class.

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### Grade Scale



### Academic Integrity

Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog.

As a student in this class, you must demonstrate your commitment to academic integrity by submitting work which originates in your own imagination, analytical faculties, or your own knowledge, which you have done yourself, and which represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always insure that these sources are properly cited using the recommended documentation system.

### Accommodations Statement

Students requiring accommodations for a documented disability should notify the instructor before the end of the first week of class.

### Electronic Device Policy

Faculty members at St. Thomas Aquinas College have the discretion to regulate the use of electronic devices in their classes, and students should not use such devices without the expressed consent of the professor. This policy covers cell phones, PDAs, laptop computers, or any other device the use of which might constitute a distraction to the professor or to the other students in the class, as determined by the professor. Students with documented disabilities should discuss the issue of laptop use with their professor at the beginning of the semester. For more extreme cases of classroom disruption, refer to the College's Disruptive Student Policy.

## SYLLABUS & WEEKLY SCHEDULE

**Jan 24**

week one

**Lecture/ Lab**

Introduction to the class topic and project. CMS and site structure. Google yourself and see what comes up. Create LinkedIn profile.

**Homework**

Begin portfolio research- look at *portfolio.sva.edu*, choose 1 portfolio site and create sitemap with suggestions and edits. Start inspiration folder of styles, type, color, etc.

**Jan 31**

week two

**Lecture/ Lab**

Sitemap comparisons (on whiteboard). Organizing and critiquing content. List of 3 goal companies and what they require for employment. Choose one job listing and write a cover letter.

**Homework**

Write your “elevator pitch” and work on project descriptions, begin collecting/ digitizing artwork

**Feb 7**

week three

**Lecture/ Lab**

Portfolio planning, wireframes and design criteria, asset collection. Google yourself again and see what comes up. Add logo to LinkedIn profile.

**Homework**

Finalize sitemap, categories and layout options

**Feb 14**

week four

**Lecture/ Lab**

In-process critique of site design and content options. Edit elevator pitch and set up sub-domain.

**Homework**

Reading: *Using Wordpress* chapters 1-3  
Register ISP- see class website for detail

**Feb 21**

week five

**Lecture/ Lab**

Wordpress theme research. Critique design of homepage.

**Homework**

Reading: *Using Wordpress* chapters 4,6 and 7  
Research themes

**Feb 28**  
week six

### **Lecture/ Lab**

Setting up themes and plug-ins, organizing pages. Final draft of elevator pitch and logo edits.

### **Homework**

Reading: *Using Wordpress* chapters 8-10  
Start Project 2 research

**March 6**  
week seven

### **Lecture/ Lab**

Adding content to your portfolio. First 2-3 projects, images and descriptions. Test theme.

### **Homework**

Reading: *Using Wordpress* chapters 11-13  
Work on portfolio

**March 13**  
week eight

### **No Class: Spring Break**

**March 20**  
week nine

### **Lecture/ Lab**

Adding multi-media elements, SEO and security

### **Homework**

Work on portfolio. First 5 projects uploaded.

**March 27**  
week ten

### **Lecture/ Lab**

In-process critique of portfolio (5 of 10 projects)

### **Homework**

Reading: *Using Wordpress* chapter 16  
Work on portfolio

**April 3**

week eleven

**Lecture/ Lab**

Editing CSS and Wordpress customization

**Homework**

Work on portfolio

**April 10**

week twelve

**Lecture/ Lab**

In-process critique.

**Homework**

Work on portfolio

**April 17**

week thirteen

**Lecture/ Lab**

Open lab

**Homework**

Work on portfolio

**April 24**

week fourteen

**Lecture/ Lab**

In-process critique.

**Homework**

Work on portfolio

**May 1**

week fifteen

**Lecture/ Lab**

Final web portfolio due