

VC 375 – Web Design I | VC 475 – Web Design II

Cazenovia College – Spring 2019
 Professor Brian Hauser

Mon. & Weds. 6:00 PM – 8:50 PM
 119 Reisman Hall

	Date	VC 375 – Web Design I	VC 475 – Web Design II
Week 1	1/28/19	Welcome – Syllabus	Welcome – Syllabus
	1/30/19	Lecture: Sketching & Site Maps Lecture: Designing Websites Lecture: Intro to Dreamweaver Lecture: HTML Elements Part I Introduce Exercise 1 – HTML Resume Intro. Project 1 – Modifying the Grid Lab: Project 1 – Modifying the Grid	Lecture: Sketching & Site Maps Review Lecture: Designing Websites Review Lecture: Adobe Dreamweaver Review Introduce Project 1 – Non-Profit Website Lab: Project 1 – Non-Profit Website
Week 2	2/04/19	Lecture: HTML Elements Part II Lecture: HTML Linking & Images Lab: Project 1 – Modifying the Grid	Lab: Project 1 – Non-Profit Website
	2/06/19	DUE Exercise 1 – HTML Resume Lab: Project 1 – Modifying the Grid	Lecture: Live Text Lecture: Introduction to jQuery Demo: jQuery Drop Down Menu Introduce Exercise 1 – jQuery Drop Down Menus Lab: Project 1 – Non-Profit Website
Week 3	2/11/19	Lab: Project 1 – Modifying the Grid	Lecture: Optimizing & Slicing Images Lab: Project 1 – Non-Profit Website
	2/13/19	DUE/Crit. Project 1 – Modifying the Grid Introduce Project 2 – Web Analysis Introduce Exercise 2 – HTML Webpage Lecture: Competitive Analysis Lecture: File Structure	Lab: Project 1 – Non-Profit Website
Week 4	2/18/19	Lab: Project 2 – Web Analysis	DUE Exercise 1 – jQuery Drop Down Menus Introduce Exercise 2 – jQuery Sticky Headers Demo: jQuery Sticky Headers Lab: Project 1 – Non-Profit Website
	2/20/19	DUE Exercise 2 – HTML Webpage Lab: Project 2 – Web Analysis Lecture: Live Text Lecture: Slicing & Image Optimization	Lab: Project 1 – Non-Profit Website
Week 5	2/25/19	Lab: Project 2 – Web Analysis	DUE Exercise 2 – jQuery Sticky Headers Lecture: CSS Properties & Pseudo Classes Lecture: HTML Input Form Fields Lecture: Domains & Hosting Lab: Project 1 – Non-Profit Website
	2/27/19	Introduce Exercise 3 – CSS Styling Lecture: Intro to CSS & CSS Linking / Syntax Lecture: CSS Properties – Part I Lab: Project 2 – Web Analysis	Lab: Project 1 – Non-Profit Website
Week 6	3/04/19	Lab: Project 2 – Web Analysis	DUE/Crit. Project 1 – Non-Profit Website Introduce Project 2 – Responsive Informational Website Lecture: Informational Websites Lecture: Designing Responsively Lecture: Competitive Analysis

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		Lecture: Coding Responsively Lab: Project 2 – Responsive Info. Website
3/06/19	DUE Exercise 3 – CSS Styling Lecture: CSS Properties – Part II Lecture: CSS Backgrounds Lab: Project 2 – Web Analysis	Demo: jQuery Slideshow Introduce Exercise 3 – jQuery Slideshow Lab: Project 2 – Responsive Info. Website
3/11/19	DUE/Crit. Project 2 – Web Analysis Introduce Project 3 – Web Marketing Lecture: Microsites Lecture: Responsive Design Lab: Project 3 – Web Marketing	Lab: Project 2 – Responsive Info. Website
3/13/19	Lab: Project 3 – Web Marketing	DUE Exercise 3 – jQuery Slideshow Introduce Exercise 4 – jQuery iFrames Demo: jQuery iFrames Lab: Project 2 – Responsive Info. Website
3/18/19	SPRING BREAK – NO CLASS	SPRING BREAK – NO CLASS
3/20/19	SPRING BREAK – NO CLASS	SPRING BREAK – NO CLASS
3/25/19	Lab: Project 3 – Web Marketing	DUE Exercise 4 – jQuery iFrames Lecture: Publishing Websites Lecture: Email Campaigns Lab: Project 2 – Responsive Info. Website
3/27/19	Lecture: Email Campaigns Lecture: Publishing Websites Lab: Project 3 – Web Marketing	DUE/Crit. Project 2 – Responsive Informational Website Introduce Project 3 – Commercial Website Campaign Lecture: Wordpress Review Lecture: WooCommerce Lab: Project 3 – Commercial Website
4/01/19	Lab: Project 3 – Web Marketing	Lab: Project 3 – Commercial Website
4/03/19	Lab: Project 3 – Web Marketing	Lecture: Browser Testing Lecture: User Testing Lab: Project 3 – Commercial Website
4/08/19	Lab: Project 3 – Web Marketing	Lecture: Section 508 Accessibility Lab: Project 3 – Commercial Website
4/10/19	DUE/Crit. Project 3 – Web Marketing Introduce Project 4 – Corporate Website Lecture: Intro to Wordpress Lecture: Wordpress Themes Lab: Project 4 – Corporate Website	Lab: Project 3 – Commercial Website
4/15/19	Lecture: Wordpress Plugins Lab: Project 4 – Corporate Website	Lab: Project 3 – Commercial Website
4/17/19	Lab: Project 4 – Corporate Website	DUE/Crit. Project 3 – Commercial Website Introduce Project 4 – E-Commerce Website Lecture: E-Commerce Websites Lab: Project 3 – Commercial Website
4/22/19	Lab: Project 4 – Corporate Website	Lab: Project 4 – E-Commerce Website
4/24/19	Lecture: Search Engine Optimization (SEO)	Lecture: Search Engine Optimization (SEO)

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Date		VC 375 – Web Design I	VC 475 – Web Design II
		Lab: Project 4 – Corporate Website	Introduce Exercise 5 – SEO Lab: Project 4 – E-Commerce Website
Week 14	4/29/19	Lab: Project 4 – Corporate Website	Lab: Project 4 – E-Commerce Website
	5/01/19	Lecture: Browser Testing & User Testing Lecture: Section 508 Web Accessibility Lab: Project 4 – Corporate Website	DUE Exercise 5 – SEO Lab: Project 4 – E-Commerce Website
Week 15	5/06/19	Lab: Project 4 – Corporate Website	Lab: Project 4 – E-Commerce Website
	5/08/19	Lecture: Careers in Interactive Design Lab: Project 4 – Corporate Website	Lecture: Careers in Interactive Design Lab: Project 4 – E-Commerce Website
Week 16	Saturday 5/11/19	Final Critique @ 8:00 am DUE: Project 4 – Corporate Website	Final Critique @ 8:00 am DUE: Project 4 – E-Commerce Website

* All dates are subject to change. If an assignment date changes, an announcement will be made in-class, on the class website or through college email.