

LBSCI 720 – Design and Evaluation of Visual Information for the Web  
Fall 2012

Wednesday 6:40pm – 9:15pm

Instructor: Rowena Li (Ph.D.)

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Class blog: <http://gslis720.commons.gc.cuny.edu>

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## COURSE DESCRIPTION

This course aims to introduce to the students the tools and techniques necessary to plan, create, and evaluate visual information on the Web. It is a hybrid course, offered onsite as well as online. Students will learn to construct their own visual elements on Web pages and to create dynamic and interactive Web pages with computer application programs (Dreamweaver, Photoshop, and Flash). Furthermore, students will be introduced to two programming languages - JavaScript and PHP.

## GOALS AND OBJECTIVES

This course is an introduction to the principles of creating clear and effective visual information for communication on the Web. Special attention will be given to the design and presentation of the visual information.

On completion of this course, the students should be able to:

- Develop essential skills to become a Web designer;
- Understand the principles involved in visual information;
- Learn about the variety of existing techniques and systems in designing graphic information;
- Develop skills in analyzing different visualization techniques as applied to particular tasks;
- Gain the foundation for further study in computer programming.

## PRE-REQUISITES

LBSCI 700: Technology of Information

LBSCI 701: Fundamentals of Library and Information Science

LBSCI 702: Information Sources and Services: General

LBSCI 703: Introduction to Technical Services

## COURSE REQUIREMENTS

This is a hybrid class, designed half online and half face-to-face. Textbooks, readings and videos are posted each week on the class blog and students are expected to finish reading the textbook and reading materials before starting the weekly assignments. Since this is a three-credit course and the class meets every other week, it is expected that students will spend a minimum of 5 - 6 hours a week on reading, watching videos and doing assignments.

1. Weekly quizzes: 12% of the grade.

On the day of each onsite class, students will be given a quiz on HTML/XHTML and CSS codex. There are 6 quizzes, each carrying two points. The quiz will be posted on the Blackboard from Tuesdays 6:30pm to Wednesdays 6:30pm with duration of 10 minutes.

2. Weekly Assignments: 65% of the grade.

Weekly assignments are posted on class blog to practice skills learned in class. Students are expected to complete their own assignments. Grades are given according to the completeness of the assignments. Assignments will not receive grades if the links fail to work, so please make sure the Web page works before submitting the link. Five points will be counted for each assignment (total of 13 assignments).

Students are expected to submit the assignments on time. All assignments are due 8:00 am on Fridays. If there is a personal emergency which prevents you from completing the assignment, please inform me at least 10:00 pm the night before in class or via e-mail. Any submissions after the due time will automatically lead to the deduction of your grade by 50%.

3. Lab Assignment: 10% of the grade.

Students will be asked to create a Web site by using the concepts and techniques learned in the first half of the semester. Any late submission will automatically lead to the deduction of your grade by 50%.

4. Final Exam: 13% of the grade.

Students will be asked to create a Web site with special visual requirements with the concepts and techniques learned for the semester. Tasks will be given in the class. It will be an open-book exam.

## GRADING/ASSESSMENT POLICY

Weekly assignments are due the following Fridays at 8:00am. They will be graded and your grades with comments will be posted on Blackboard by Friday midnight. Late submission will automatically lead to the deduction of your grade by 50%. If the assignment is corrected within a week, you will earn 50% of lost grade back. Please check Blackboard Grade Center often. If there is a discrepancy, contact the instructor immediately.

## COMMUNICATION

You may correspond with me on our class blog, or via Facebook and Twitter. If you would like to email me, you may email me at rowena.li@qc.cuny.edu via your QC email

account. Emails will be responded within 24 hours. Please activate your email account on the Blackboard.

## COMPUTER LANGUAGES

This course will cover four computer languages (encoding and programming languages). They are HTML/XHTML, CSS, JavaScript, and PHP. The primary focus will be on HTML/XHTML. The secondary focus is on CSS. We will just spend one class on JavaScript and one on PHP.

## COMPUTER PROGRAMS

We will use three computer programs in the course: Dreamweaver for Web page creation and maintenance, and for scripts editing (JavaScript and PHP); Photoshop for still image editing and enhancement; and Flash for animation creation (in .swf format).

## SERVERS

You need a Web server with CGI (Common Gateway Interface) capability for practice and to host your assignments and exams. It should allow you to upload and run your own programs at the server side, and it should allow you to set different permission status to files and folders in your account. If you are using an ISP (Internet Service Provider) or a Web hosting company, you may contact the company to check if you already have such an account, and if not, you may have to sign up a Web hosting account that allows you to run your own CGI programs at the server side. There are number of free Web domain hosting sites. You have to check to see if they allow you to do CGI, PHP, and SSI scripts. In addition, the upload methods have to include either FTP or Browser, depending on whether you choose to use FTP or Dreamweaver to transfer files to the server. If you are not sure about this, after signing up the Web server, you may contact customer service and ask the following questions:

1. Do I have the capability of running my own CGI scripts?
2. Does my CGI capability include support for SSI (Server Side Includes)?

If the answer is YES, you will be fine.

Here is a list of free Web hosts: <http://www.free-webhosts.com/webhosting-01.php>

You also need to sign up a second server to serve as a backup server. You may sign this up in the second month of the semester.

## TEXTBOOK

1. Osborn, J. (2010). Dreamweaver CS5 Digital Classroom. Indianapolis, IN: Wiley, John & Sons, Incorporated. ISBN-13: 9780470607749 ISBN: 0470607742
2. W3Schools Online Web Tutorials at <http://www.w3schools.com/>

## CUNY POLICY ON ACADEMIC INTEGRITY

The Policy on Academic Integrity, as adopted by the Board is available to all candidates. Academic Dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension, and expulsion. This policy and others related to candidates' issues are available to you at:

<http://web.cuny.edu/academics/info-central/policies/academic-integrity.pdf>

## USE OF CANDIDATE WORK

All programs in New York State undergo periodic reviews by accreditation agencies. For these purposes, samples of candidates' work are made available to those professionals conducting the review. Candidate anonymity is assured under these circumstances. If you do not wish to have your work made available for these purposes, please let the professor know before the start of the second class. Your cooperation is greatly appreciated.

## REASONABLE ACCOMMODATIONS FOR CANDIDATES WITH DISABILITIES

Candidates with disabilities needing academic accommodation should:

- 1) Register with and provide documentation to the Special Services Office, Kiely 171;
- 2) Bring a letter to me indicating the need for accommodation and what type.

This should be done during the first week of class. For more information about services available to Queens College candidates, contact: Special Service Office, 171 Kiely Hall, 718-997-5870 (8:00 a.m. to 5:00 p.m.).

## CLASS SCHEDULE

Week	Topics
1 Lab 8/29/12	Introduction to the course Register for a Web server Upload your Web page to the server Introduction to Dreamweaver Web site management
2 Lab 9/5/12	Create a Web page with list, hyperlink, images, table Week 1 assignment due (9/7)
3 Lab 9/12/12	Cascade Style Sheet Language Quiz 1 (9/11 - 9/12) Week 2 assignment due (9/14)

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4 online 9/19/12	Cascade Style Sheet Language Week 3 assignment due (9/21)
5 Lab 10/3/12	Absolute Position and HTML Forms Quiz 2 (10/2 – 10/3) Week 4 assignment due (10/5)
6 online 10/17/12	Using Spry Framework Week 5 assignment due (10/19)
7 Lab 10/24/12	Rollover, ImageMap, <b>and Behaviors</b> Quiz 3 (10/23 – 10/24) Week 6 assignment due (10/26) Lab assignment posted (cover Week 1-7)
8 Lab 10/31/12	Graphic Editing with Photoshop 1 Quiz 4 (10/30 – 10/31) Week 7 assignment due (11/2)
9 online 11/7/12	Graphic Editing with Photoshop 2 Week 8 assignment due (11/9) Lab assignment due (11/9)
10 Lab 11/14/12	Animation using Flash 1 Quiz 5 (11/13 – 11/14) Week 9 assignment due (11/16)
11 online 11/21/12	Animation using Flash 2 Week 10 assignment due (11/23)
12 Lab 11/28/12	Introduction to client-side programming using JavaScript Week 11 assignment due (11/30)
13 Lab 12/5/12	Introduction to server-side programming using PHP Quiz 6 (12/4 – 12/5) Week 12 assignment due (12/7)
14 Lab 12/12/12	Questions and Answers Week 13 assignment due (12/14)
15 Lab 12/19/12	Final Exam