

# **DTC 355: Introduction to Web Design and Development**

## **Fall 2025 Section 01**

<b>Location</b>	VMMC 111
<b>Class time</b>	Tuesday and Thursday, 2:55-4:10pm
<b>Instructor</b>	Holly Slocum
<b>Phone</b>	(360) 487-9701
<b>Email</b>	holly.slocum@wsu.edu
<b>Office hours</b>	VMMC 211a (The Marjorie C. Luesebrink Reading Room) Tuesday and Thursday 1:30-2:30pm or by appointment
<b>Slack office</b>	office-of-slocum

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### **Course Rationale**

DTC 355 Introduction to Web Design and Development focuses on "writing for new computer-based media, multimedia authoring, and new rhetorics of information technology." Students will learn how to hand-code web pages by designing, building and publishing four websites using HTML5 and CSS3. Students will also develop basic skills in interface and narrative design: typography, layout, color, imagery and media integration. This course is integral to the overall vision for the DTC program and so is aligned with the 10 program goals.

### **Course Structure**

- Focus on the manual creation of web pages and digital interfaces
- Readings, discussion of concepts, and application of theory
- Multiple assignments and projects
- Conceptual and creative work with ideas explored in this course

## Learning Goals

Required Course Activities	University Learning Goals	University Learning Objectives	CMDC Goals & Objectives
1. Format and Design a Page (HTML5 and CSS3)	Critical and Creative Thinking (ULG1) Communication (ULG4)	Combine and synthesize existing ideas, images, or expertise in original ways.  Express concepts propositions, and beliefs in coherent, concise, and technically correct form.	<b>Goal 1:</b> Demonstrate competency with computers for designing, distributing, retrieving, and preserving digital works in various mediums for humane and effective human-computer interactions
2. Design and Build a Responsive Website (flexible design typography, layout, hierarchy)	Critical and Creative Thinking (ULG1) Information Literacy (ULG2) Communication (ULG4) Depth, Breadth, and Integration of Learning (ULG7)	Combine and synthesize existing ideas, images, or expertise in original ways. Determine the extent and type of information needed.  Express concepts propositions, and beliefs in coherent, concise, and technically correct form. By applying the concepts of the general and specialized studies to personal, academic, service learning, professional, and/or community activities.	<b>Goal 5 :</b> Identify and explain key principles of information architecture, effectively manage knowledge for both information retrieval and archival purposes, and evaluate and choose appropriate information architecture and knowledge management strategies for a given situation  <b>Goal 7:</b> Recognize various forms of language processing and their implications for media authoring.

3. Design and Build a Narrative Website (narrative design, information architecture, hypermedia, applying dynamic behavior)	Critical and Creative Thinking (ULG1) Information Literacy (ULG2) Communication (ULG4) Depth, Breadth, and Integration of Learning (ULG7)	Combine and synthesize existing ideas, images, or expertise in original ways. Determine the extent and type of information needed.  Express concepts propositions, and beliefs in coherent, concise, and technically correct form. By applying the concepts of the general and specialized studies to personal, academic, service learning, professional, and/or community activities.	<b>Goal 5:</b> Identify and explain key principles of information architecture, effectively manage knowledge for both information retrieval and archival purposes, and evaluate and choose appropriate information architecture and knowledge management strategies for a given situation  <b>Goal 7:</b> Recognize various forms of language processing and their implications for media authoring.
4. Design and Build a Professional Business Website (web design principles: typography, color, layout, imagery, information design)	Critical and Creative Thinking (ULG1) Communication (ULG4)	Combine and synthesize existing ideas, images, or expertise in original ways. Express concepts propositions, and beliefs in coherent, concise, and technically correct form.	<b>Goal 2:</b> Synthesize media forms for multimedia contexts <b>Goal 3</b> Employ the principles of visual form for sophisticated image manipulation.

## Online Tools

- **Slack** – download and sign-up with your WSU account. Once you are invited to the class channel you will see it in the sidebar. Turn on notifications. **Slack is where material distribution and course communication outside of the classroom will happen, so it is critical it is checked regularly.**
- **Class website** – visit our class website as the hub for class resources.

## Required Course Texts

There is no required textbook for this course. Concepts will be taught during class lectures, demonstrations, and hands-on activities.

## Course Point-Earning Opportunities

- In-class mini projects ( $5 \times 3\% = 15\%$ )
- Mid-term one-on-one meeting (5%)
- Single page, single topic website ( $5 \times 4\% = 20\%$ )
- Recipe website ( $3 \times 5\% = 20\%$ )
- Business website ( $3 \times 5\% = 20\%$ )
- Narrative website ( $3 \times 5\% = 20\%$ )

## General Project Guidelines

- All content and mark-up must be your own work; no WYSIWYG editors or templates beyond what has been provided in class
- Websites should address usability, navigation, and design issues raised in this course
- Websites should utilize attractive and effective design and layout in HTML and CSS
- Content should be substantive and should be written by you
- All images not created by you must be clearly labeled with ownership and copyright information
- Websites should be checked thoroughly for errors. There is no excuse for sloppy writing and such mistakes will count against you

## Submission of Late Work

All work must be submitted as and when required. Late work may not be accepted, or accepted with a substantial penalty. Email submissions of work or work submitted "under the door" or "in the mailbox" will not be accepted. No excuses, no exceptions. If your absence is excused in terms of the university absentee policy, you will be able to make up your work within three days of the deadline.

## Course Schedule

Weekly Units	Assignments/Projects
WEEK 1 <b>Introduction and Files</b> Aug 18 – Aug 22	<ul style="list-style-type: none"><li>FTP access exercise (mini project #1) Due Aug 25</li></ul>
WEEK 2 <b>HTML Basics and Reading Code</b> Aug 25 – Aug 29	<ul style="list-style-type: none"><li>Edit HTML template exercise (mini project #2) Due Sep 1</li><li><i>Optional- Codeacademy: Learn HTML</i></li></ul>
WEEK 3 <b>Designing for the Web</b> Sep 1 – Sep 5	<ul style="list-style-type: none"><li>Prototype single page, single topic website Due Sep 8</li></ul>
WEEK 4 <b>HTML Flow</b> Sep 8 – Sep 12	<ul style="list-style-type: none"><li>Single page, single topic website: HTML Due Sep 15</li></ul>
WEEK 5 <b>Cascading Stylesheets (CSS)</b> Sep 15 – Sep 19	<ul style="list-style-type: none"><li>Single page, single topic website: CSS Due Sep 22</li><li><i>Optional- Codeacademy: Learn CSS</i></li></ul>
WEEK 6 <b>Layout, Positioning, and Visual Hierarchy</b> Sep 22 – Sep 26	<ul style="list-style-type: none"><li>Flex exercise (mini project #3) Due Sep 26</li><li>Positioning exercise (mini project #4) Due Sep 26</li><li>Single page, single topic website: Visual Hierarchy Due Sep 29</li><li><i>Optional- Codeacademy: Learn Intermediate CSS, Modules 1-3</i></li></ul>
WEEK 7 <b>Responsive Design</b> Sep 29 – Oct 3	<ul style="list-style-type: none"><li>Single page, single topic website: Responsive Design Due Oct 6</li><li>Recipe website: Prototype Due Oct 6</li><li><i>Optional- Codeacademy: Learn Intermediate CSS, Modules 4-7</i></li></ul>

WEEK 8 <b>Recipe Website Project</b> Oct 6 – Oct 10	<ul style="list-style-type: none"> <li>Recipe website: Responsive Structure Due Oct 13</li> </ul>
WEEK 9 <b>Navigation and Interaction</b> Oct 13 – Oct 17	<ul style="list-style-type: none"> <li>Dark mode and mobile menu exercise (mini project #5) Due Oct 17</li> <li>Recipe website: Final Design Due Oct 20</li> </ul>
WEEK 10 <b>Business Website Project</b> Oct 20 – Oct 24	<ul style="list-style-type: none"> <li>Business website: Prototype Due Oct 27</li> </ul>
WEEK 11 <b>Business Website Project</b> Oct 27 – Oct 31	<ul style="list-style-type: none"> <li>Business website: Responsive structure Due Nov 3</li> </ul>
WEEK 12 <b>Business Website Project</b> Nov 3 – Nov 7	<ul style="list-style-type: none"> <li>Business website: Final Design Due Nov 10</li> </ul>
WEEK 13 <b>Narrative Website Project</b> Nov 10 – Nov 14	<ul style="list-style-type: none"> <li>Narrative website: Prototype Due Nov 17</li> </ul>
WEEK 14 <b>Narrative Website Project</b> Nov 17 – Nov 21	<ul style="list-style-type: none"> <li>Narrative website: Responsive Structure Due Nov 23</li> </ul>
WEEK 15 <b>Narrative Website Project</b> Dec 1 – Dec 5	<ul style="list-style-type: none"> <li>Narrative website: Final Design Due Dec 7</li> </ul>

## Skills Test (Final Examination)

Students who receive below a 70% grade on any of the four major projects will be asked to take a final examination to demonstrate skills required to pass the course. A different exam will be administered depending on which project(s) were deemed inadequate. With a passing grade, the relevant project grades will be replaced with the test grade. A failure of this test will result in a failure (F grade) in the course.

## Grades and Attendance

Both attendance and participation will be monitored and deficiencies in either/both will result in lower final grades.

You are allowed 3 class absences. Each class absence after that will result in a 3-point deduction from the final cumulative points. It is your responsibility to make sure I check your attendance if you arrive after the start of class. Frequent late arrivals, leaving early, or other forms of lack of attendance will also deduct points from the cumulative total. Absent students remain responsible for all course matters during their absence(s). Opportunities to make up missed work may not be available.

Final grades are determined from the cumulative points earned, plus or minus any deductions or additions for attendance or participation. No curving, averaging, or other manipulations are utilized. No other assessment or extra credit opportunities are planned. Final grades are based on the following scale:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
F	0-69

Notice that the grade of "D" is not offered; reverts to "F."

## Use of AI in This Course

I do not prohibit the use of AI in this course since it is clear that it can assist with mundane tasks or expand your ability to do your digital work, especially with coding. AI tools will become a standard practice in web design and development by the time you graduate.

*That said, in order to use the AI tools properly, you need to understand HTML and CSS. Therefore, I do not want you to use AI, such as ChatGPT or Claude, for the first two web projects.* Understand the basics first and then you can use these tools for iteration of your ideas and workflow. You will, on the third and fourth projects, be able read and manipulate HTML and CSS and at that point I will discuss how to use certain AI tools.

You will need to document how and what you use for your projects from AI by detailing your prompts and workflow in the comments of your source code. I expect your use of AI to be a starting point for your output and that you will layer your own insights and creativity over it so that you can uniquely express yourselves.

## The University Syllabus

<https://syllabus.wsu.edu/university-syllabus/>