



# **SART\*3480 Digital Media III: Creating Content for the Web**

Fall 2019  
Section(s): C01

School of Fine Art and Music  
Credit Weight: 0.50  
Version 1.00 - August 27, 2019

---

## **1 Course Details**

### **1.1 Calendar Description**

This course introduces students to key methods behind the design, development, and delivery of a modern website. Students will gain a stronger grasp of the syntax, standards and methods for using HTML, CSS, and will be introduced to JavaScript to display a variety of static and dynamic content on the Web introduced in Digital Media I and II. Readings covering relevant principles and theories will give students a stronger critical awareness of the Internet as a medium for expression, and a variety of in-class exercises will guide students towards the completion of a fully functional final website.

**Pre-Requisites:** SART\*2710  
**Restrictions:** Registration is limited to students registered in the Art History or Studio Art specializations with an average of 70% in all ARTH and SART course attempts.

### **1.2 Course Description**

The objective of this course is to develop a critical understanding of interactive 2D media delivered on the WWW through both an understanding of how this content is created, the unique nature of that content and how it might be experienced by a viewer. Students will develop a basic understanding of HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets) for displaying and designing content for the Web. Through a number of in-class exercises and technical demonstrations students will learn the basic syntax and structure of these web tools and complete a fully functional, multipage website for the course using the web development tool, Adobe Dreamweaver. The skills developed in SART\*2700/2710 in Adobe Illustrator and Photoshop will be used to create images and graphical content for the website. Themes and subjects for their websites will be discussed at the beginning of class. A number of readings critically examining cultural production on the Internet will give students a stronger theoretical and historical grounding in this ubiquitous technological

medium.

**NOTE:** This is a 0.5 credit course. Each week, students are expected to spend approximately 4 – 6 hours outside of class on related course work.

### 1.3 Timetable

Timetable is subject to change. Please see WebAdvisor for the latest information.

### 1.4 Final Exam

Exam time and location is subject to change. Please see WebAdvisor for the latest information.

---

## 2 Instructional Support

### 2.1 Instructional Support Team

<b>Instructor:</b>	Nestor Kruger
<b>Email:</b>	krugern@uoguelph.ca
<b>Telephone:</b>	+1-519-824-4120 x56852
<b>Office:</b>	ZAV 414
<b>Office Hours:</b>	By appointment

---

## 3 Learning Resources

### 3.1 Lab Fees

A compulsory materials fee of \$15.00 will be charged for materials provided in support of required course projects. The amount will be invoiced by the Office of the Bursar and paid directly with your tuition payment – no additional payment is necessary. **THE LAB FEE WILL NOT BE REFUNDED AFTER THE THIRD WEEK OF CLASSES.**

#### Items provided by Lab Fee:

Students will be provided with 15 square feet of small format inkjet paper, for printing storyboards and concept drawings for the In-Class exercises and for their web-based final project.

**PLEASE NOTE: Under no circumstances should a student be required to pay any additional monies for supplies needed to complete course assignments – excluding items listed under “Items Provided by the Student”. All supplies are to be paid for using Lab Fee monies. If you are being charged additional monies, please report to Robin McGinnis (rmcginni@uoguelph.ca) in the main office (Zavitz Hall rm. 201) immediately.**

---

## 4 Learning Outcomes

### 4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. Identify and use the principles and best practices for creating content for the World Wide Web
  2. Recognize the basic structure and syntax of HTML and CSS for organizing and displaying content on the WWW and employ these technologies to create a functional multipage website.
  3. Design and construct a functional website using the web development program Adobe Dreamweaver.
  4. Recognize and identify terms and concepts related to the technological history of the Internet and the political and social issues created by this medium.
- 

## 5 Teaching and Learning Activities

---

## 6 Assessments

### 6.1 Assessment Details

**Exercise/Reading 01: "The Index" (10%)**

**Due:** Mon, Sep 16

**Learning Outcome:** 1, 2, 3, 4

**Exercise/Reading 02: "Information" (10%)**

**Due:** Wed, Oct 2

**Learning Outcome:** 1, 2, 3, 4

**Exercise/Reading 03: "Freedom and Styles" (10%)**

**Due:** Wed, Oct 23

**Learning Outcome:** 1, 2, 3, 4

**Exercise/Reading 04: "Memory and putting it together" (10%)**

**Due:** Mon, Nov 11

**Learning Outcome:** 1, 2, 3, 4

**Final Website (50%)**

**Due:** Wed, Nov 27

**Learning Outcome:** 1, 2, 3, 4

**Participation (10%)**

---

## 7 University Statements

### 7.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

### 7.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions

<https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml>

### 7.3 Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

Associate Diploma Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml>

### 7.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

## 7.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance and not later than the 40th Class Day.

For Guelph students, information can be found on the SAS website  
<https://www.uoguelph.ca/sas>

For Ridgetown students, information can be found on the Ridgetown SAS website  
<https://www.ridgetownc.com/services/accessibilityservices.cfm>

## 7.6 Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community—faculty, staff, and students—to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that encourages academic integrity. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Undergraduate Calendar - Academic Misconduct  
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct  
<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

## 7.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

## **7.8 Resources**

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma programs.

Academic Calendars

<https://www.uoguelph.ca/academics/calendars>

---