ARTS 4391.002
Build Your Own Website for Beginners SUMMER 1 2019

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office hrs: M-TH 12pm-1pm or by appointment
meeting time: M-TH 8am–11:45am
Bay Hall 234/ Design Lab

Professionalism
Professional communication is critical to projecting a professional image, establishing positive,
professional relationships and is an expected element within the curriculum. All projects, as well as
written and verbal correspondence, should be appropriate for a professional setting in content, tone,
and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness,
and compliance.

Late Work
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete
assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies
(with documentation). No incompletes will be given for this course.

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be
reported to the University for academic review. Plagiarism is the presentation of the work of another as
one’s own work.

Attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If
you know you need to miss a class, please let me know as soon as possible.

Attendance is mandatory for your success, will be recorded during each class session and is
considered as part of the professionalism element of your final grade.
• You will lose a single letter grade on your fourth (4) absence.
• Five (5) absences will result in the drop of another letter grade.
• Six (6) absences will result in the failure of the course.
• Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
• Students are required to attend class for the duration of the scheduled time or until the
Professor dismisses the class.
• Attending critiques are mandatory.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see
the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides
comprehensive civil rights protection for persons with disabilities. Among other things, this legislation
requires that all students with disabilities be guaranteed a learning environment that provides for
reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. June 21, 2019 is the last day to drop a class with an automatic grade of “W” this term.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.
Course Description
This class will cover the basics of building a website utilizing Squarespace, a do-it-yourself platform (no coding necessary) to create, design, and maintain a good-looking and fully functional website. The tips and techniques demonstrated will allow students to learn how to use the tools of the platform, plan the project scope, become familiar with best practices of the content build out process, e-commerce integration, website maintenance, social media integration and working with 3rd party applications. Additionally, students will gain knowledge in becoming content creators as the class will introduce them to the basic principles of creating graphics and copy appropriate for a website.

Course Objectives, Purpose, and Learning Outcomes
- The student will demonstrate knowledge of the website building process through a series of assignments that will work toward their final website project
- The student will prepare and integrate content of supreme quality that adds to the professionalism of their website

Required Texts
*Building Business Websites with Squarespace 7: Second Edition* by Miko Coffey

Additional readings will be provided via Blackboard

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox Account

Fees Incurred
- Website hosting/domain
- Squarespace theme

Creative Projects :: An overview
The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.
Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism and participate in the critical analysis of peer work. Final grade evaluation will be determined by the Professor on creative projects using the project’s outlined grading rubric.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Outlined projects and assignments will total 100 points of your final grade.

Assigned Reading :: 5 pts.
There are weekly assigned readings that you are responsible for. Come to class prepared to discuss the reading as well as take weekly quizzes via Blackboard or write written statements (4-6 sentences) outlining the readings.

Assignment :: Research Development :: 5 pts.
The student will create a comprehensive research development proposal which includes an analysis of current websites possessing features they would like to adopt. The document should be professionally formatted and executed and should outline at least 5 websites that showcase proper function and form as well as a desired aesthetic.

Major Project One :: Assets :: 20 pts.
The student will create image assets, through sourcing stock photos, making illustrations, icons, or taking original photographs.

  5 pts :: Logo(s)
  Logo exploration and development (Sketch, Refine, Digital).
  Creation of logo family if applicable (All Logos in various compositions and alternates).

  10 pts. :: Graphics
  Photos, Illustrations, or Icons to be utilized on website pages

  5 pts. :: Resize & Prep for Upload
  Following Spec Guidelines you will need to resize graphics and prep color profiles for upload on Squarespace

Major Project Two :: Content :: 20 pts.
Based on website needs, the student will write and prepare all necessary project content.

Major Project Three :: Site Structure :: 30 pts.
Using the Squarespace platform, the student will create a website that meets their outlined needs. Using assets and content derived from their previous projects, the website will be organized and executed.

  5 pts :: Domain and Template Research and Selection
  5 pts :: Website Sitemap & Planning
  20 pts :: Website Execution (Development, Design, Population, Testing)
  5 pts :: SEO Optimization

Major Project Four :: Social Media Integration:: 10 pts.
Students will create social media accounts, if they don’t have any existing, that will cross promote their new website. The student will create a series of 3 social media appropriate images that announce the new website to its intended audience.
Assignment :: 3rd Party Applications :: 5pts.
From our lectures in class the student will research and select two 3rd party applications to assist in the application of their site. Integrate and launch.

Assignment :: Website Maintenance & Analytics :: 5 pts.
The student will create a report that outlines future website maintenance needs and user traffic projections.
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 JUNE 3-7
- Monday 6/3 Syllabus, Course Overview, What is Squarespace?
- Tuesday 6/4 Lecture on Website Research
- Wednesday 6/5 Research Development Proposal
- Thursday 6/6 DUE: Research Development Proposal; Assets Overview Lecture & Demo
- Friday 6/7 Class Activity on Assets Creation & Development; Lecture & Workday on Logo Design

WEEK 2 JUNE 10-14
- Monday 6/10 Due: Website Logo; Workday on Assets Creation & Development
- Tuesday 6/11 Workday on Assets Creation & Development
- Wednesday 6/12 Assets Sizing & Upload Lecture & Demo; DUE: Complete Assets Package
- Thursday 6/13 Content Brainstorm & Research
- Friday 6/14 Content Development

WEEK 3 JUNE 17-21
- Monday 6/17 Content Development
- Tuesday 6/17 DUE: All written content for website; Lecture on Site Structure Domain & Template
- Wednesday 6/19 DUE: Domain & Template selections; Lecture & Workday on Site Structure Sitemap & Planning
- Thursday 6/20 DUE: Site Structure Sitemap & Plan; Lecture & Workday on Website Design Elements (Typography, Colors, etc.)
- Friday 6/21 Lecture, Demo & Workday on Website Design Layout Elements

WEEK 4 JUNE 24-28
- Monday 6/24 Lecture & Demo on Designing Pages (home page, about, contact, products, portfolio, blog, etc.)
- Tuesday 6/25 Lecture & Demo on Uploading Images & Written Content; Website Population
- Wednesday 6/26 Website Population
- Thursday 6/27 Website Population
- Friday 6/28 DUE: Website Launch & Test; Lecture on Website SEO Optimization

WEEK 5 JULY 1-5
- Monday 6/24 DUE: SEO Optimization Techniques; Lecture on Social Media Integration
- Tuesday 6/25 Workday on Social Media Integration
- Wednesday 6/26 Lecture on 3rd Party Applications
- Thursday 6/27 Workday on 3rd Party Applications Lecture on Website Maintenance & Analytics
- Friday 6/28 DUE: Social Media Integration Graphics; 3rd Party Application Integration; Website Maintenance & Analytics