LIS 786: Advanced Web Design

Spring 2010

Class meeting dates: January 29, February 5, February 19, March 5, March 19, March 26, April 16
8:30 a.m. – 5:00 p.m.
Crown 202

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Crown 331
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Office hours as arranged by appointment.

Course Description

LIS 786 is an advanced seminar in Web design which will build on students’ basic Web design knowledge. The course will include deep examination of issues such as information architecture, accessibility and usability, professional interface design, and overall editorial management. In addition, students will gain a deeper understanding of emerging Web design trends and technologies such as content management systems. Prerequisites are LIS 701 and 703; LIS 753 or demonstrated knowledge of XHTML and CSS.

Course Objectives

At the conclusion of this course, students will be able to:

- Articulate an understanding of information architecture and interface design;
- Understand professional design and editorial issues as they apply to the Web;
- Create, execute, and evaluate a website usability study;
- Construct and evaluate a website using a content management system such as Drupal;
- Create unique website features using scripting languages such as PHP;
- Understand the function of the Web design team within an organization; and,
- Identify emerging design and development trends, and discuss future potential and barriers for library Web design.
**Textbooks and Resources**


Additional articles, websites, and video tutorials as assigned, based on emerging issues and weekly topics.

Students will also be required to contract with a web hosting service for the duration of the course.

**Course Assignments**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Exercises, 4 @ 10 points</td>
<td></td>
</tr>
<tr>
<td>Ex #1: Screeencast</td>
<td>February 5</td>
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<tr>
<td>Ex #2: PHP</td>
<td>February 19</td>
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<tr>
<td>Ex #3: Photoshop &amp; Web Style</td>
<td>March 19</td>
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<tr>
<td>Ex #4: Web Analytics</td>
<td>April 2 (via email)</td>
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<tr>
<td>Usability Study</td>
<td>March 26</td>
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<tr>
<td>Final Web Page (Using Drupal)</td>
<td>April 16</td>
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<tr>
<td>Class attendance and participation</td>
<td></td>
</tr>
<tr>
<td>Total possible points</td>
<td>100</td>
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Late assignments (including exercises) will not be accepted beyond two days of the due date; grades will be reduced 10% per day late.
Grading:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 - 100 %</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 93 %</td>
</tr>
<tr>
<td>B+</td>
<td>86 – 89 %</td>
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<tr>
<td>B</td>
<td>82 – 85 %</td>
</tr>
<tr>
<td>B-</td>
<td>78 – 81 %</td>
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<tr>
<td>C+</td>
<td>74 – 77 %</td>
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<tr>
<td>C</td>
<td>70 – 73 %</td>
</tr>
<tr>
<td>C-</td>
<td>65 – 69 %</td>
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<tr>
<td>F</td>
<td>0 -- 64 %</td>
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See also the GSLIS Grading Policy as distributed in class and as posted on Blackboard.

Expectations

Attend every class and participate in discussions. You are expected to have read the assigned material and come to class prepared to discuss and critique these readings, and to apply the principles to your course work. You are always encouraged to bring additional literature to the attention of the class.

Academic Honesty and Integrity:

"All students of the GSLIS are expected to observe high standards of academic honesty and integrity. Any student whose conduct violates such standards may be subject to disciplinary action as determined by due process." (GSLIS Bulletin, p. 23) Plagiarism is unacceptable and will result in project failure. See Purdue University's "Avoiding Plagiarism" at http://owl.english.purdue.edu/handouts/research/r_plagiar.html or Indiana University's "How to Recognize Plagiarism" at http://education.indiana.edu/~istd/test.html if you feel unsure about what is and is not considered acceptable behavior when using other people's words and ideas.

Schedule

This course will be offered in a once a week, full day format, with seven meetings spread over the semester. The seven meetings will be organized as follows:

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Overview: context, concepts, definitions.</th>
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<tbody>
<tr>
<td>1/28/10</td>
<td>Review of CMS, Drupal, and PHP Basics</td>
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<tr>
<td></td>
<td>Exercise #1: Screeencasting</td>
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</table>

Readings:


Drupal Overview, http://www.youtube.com/watch?v=0Q2aPi9ZEgs

“Understanding Drupal.” Lullabot Learning Series DVD, 2009. (in class)

What Makes Drupal Special? http://www.youtube.com/watch?v=mz888mXJIR8&feature=related

What is PHP? http://www.youtube.com/watch?v=fT7rCWZvsD8

PHP Tutorials – Introduction http://www.youtube.com/watch?v=TxW5G3iCBns&feature=related

Screencasting resources list as distributed in class.

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**Week 2**  Website architecture and design; Web hosting issues  
**2/5/10**  Drupal installation demonstration  
Exercise #2: PHP

**Readings:**

Austin, Andy and Chris Harris. “Drupal in Libraries.” (Full report)

Byron et al., *Using Drupal*. Chapters 1 and 2; entire volume as a reference.


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**Week 3**  Usability Issues; Usability Studies  
**2/19/10**  Usability Study Assignment introduced  
Additional work on Drupal

**Readings:**

Byron et al., *Using Drupal*, as announced.

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**Week 4**

3/5/10  
Design Issues, Continued  
Exercise #3: Photoshop  
Web Development Meeting: Webmaster and Library Administrator

Resources for Photoshop distributed in class.

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**Week 5**

3/19/10  
Mobile Web Issues  
Drupal website development work

Readings:

Byron et al., *Using Drupal*, as announced.

Kroski, Ellysa. *On the Move with the Mobile Web*.

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**Week 6**

3/26/10  
Exercise #4: Web Metrics  
Usability Studies due  
Web Development Committee Meetings / Peer Review  
Drupal website development work

Byron et al., *Using Drupal*, as announced.  
Web analytics material as announced.

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**Week 7**

4/16/10  
Drupal Websites due; Website presentations  
Guest Reviewers and Speakers  
Peer Reviews  
Overall course discussion and synthesis