LIS 786: Advanced Web Design

Spring 2011

Class meeting dates:  January 28, February 11, February 18, March 4, March 18, April 8, April 15  
8:30 a.m. – 4:00 p.m.  
Crown 330

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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


Webinar (fee based; registration required): “Creating a User-Centered Website for Your Library.” PLA, by Nate Hill of San Jose Public Library. See http://www.ala.org/ala/mgrps/divs/pla/elearningatpla/plawebinars/usercentered.cfm

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>40 points</td>
</tr>
<tr>
<td>Ex #1: Web Analytics</td>
<td>March 4</td>
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<tr>
<td>Ex #2: Photoshop &amp; Web Style</td>
<td>March 18</td>
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<tr>
<td>Ex #3: PHP</td>
<td>April 1 (via email)</td>
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<td>Ex #4: Mobile Web</td>
<td>April 8 (in class)</td>
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<tr>
<td>Usability Study</td>
<td>March 18</td>
</tr>
<tr>
<td>Final Web Page (Using Drupal)</td>
<td>April 15</td>
</tr>
<tr>
<td>Class attendance and participation</td>
<td>5 points</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>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94 - 100 %</td>
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<tr>
<td>A-</td>
<td>90 – 93 %</td>
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<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>
</tr>
<tr>
<td>C+</td>
<td>74 – 77 %</td>
</tr>
<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](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](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>January 28</th>
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<tbody>
<tr>
<td>Overview, context, concepts, definitions</td>
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<td>Review of the “digital branch” concept</td>
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<tr>
<td>Discussion of Content Management Systems, Intro to Drupal</td>
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<tr>
<td>Web Hosting issues</td>
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<tr>
<td>Overview of Screencasting</td>
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Readings:


In class:

Web Content Management Explained:
http://www.youtube.com/watch?v=7W46dxG_R1U&feature=related

Drupal is a CMS
See
http://tomgeller.com/content/drupal-7-essential-training-released-free-videos
(Scroll down to Drupal 6 Essential Training)

Week #2  Drupal focus: continuation of Drupal overview
February 11  Drupal installation
            Drupal building basics

Readings:

Drupal Site (http://drupal.org ), and Library user group (http://groups.drupal.org/libraries )


Note: If possible, bring your laptop to class for Drupal installation assistance.

Week #3  Web Analytics
February 18

Readings:

Browse these websites:

Wikipedia Entry: Web Analytics
http://en.wikipedia.org/wiki/Web_analytics

Web Analytics Association
http://www.webanalyticsassociation.org
Measuring Website Usage with Google Analytics, Part I

Measuring Website Usage

Library Analytics (Part 1)
http://blog.ouseful.info/2008/08/20/library-analytics-part-1/

Occam’s Razor, by Avinash Kaushuik
http://www.kaushik.net/avinash/

Google Analytics Help
http://www.google.com/support/analytics/?hl=en

Week #4
Website architecture, design and usability issues
March 4
Usability studies
Photoshop overview and exercises

Readings and Resources:
Webinar (fee based; registration required): “Creating a User-Centered Website for Your Library.” PLA, by Nate Hill of San Jose Public Library.  See http://www.ala.org/ala/mgrps/divs/pla/elearningatpla/plawebinars/usercentered.cfm for more details and to register.  The Webinar will take place from 1:00 – 2:00 Central time on Wednesday, February 23.  A recording will be available to registrants who cannot attend the live session.
Week #5  PHP, JavaScripts, MySQL, Dreamweaver – overview and exercises
March 18  Usability studies due

Readings:

Browse these websites to prepare for class:

JavaScript Tutorial, W3C
http://www.w3schools.com/js/default.asp

PHP Tutorial, W3C
http://www.w3schools.com/php/default.asp

SQL Tutorial, W3C
http://www.w3schools.com/sql/default.asp

Week #6  Mobile Web
April 8

Readings:

Using an Agile-based Approach to Develop a Library Mobile Website, by Matt Critchlow, Lia Friedman, and Dan Suchy. Available online at http://journal.code4lib.org/articles/4642

Mobile web design tips: mobile should come first, By Luke Wroblewski


Week #7  Drupal sites due; Presentations
April 15  Class overview and synopsis