LBSCI 720 – Design and Evaluation of Visual Information for the Web
Spring 2022
Instructor: Rowena Li (Ph.D.)
Email: rowena.li@qc.cuny.edu
Office hours: online by appointment
Class Website: http://lbsci720.commons.gc.cuny.edu

BULLETIN DESCRIPTION

LBSCI 720. The Design and Evaluation of Visual Information for the Web. 3 hr.; 3 cr. Prereq.: LBSCI 700, 701, 702, 703. Introduction to the techniques and tools used in the planning, production, and evaluation of multimedia visual displays of information. Special attention will be devoted to Internet Web pages and ways of presenting statistical and qualitative information in multimedia.

COURSE DESCRIPTION

This course aims to introduce to the students the tools and techniques necessary to plan and create visual information on the Web. It is an asynchronous course, offered completely online without synchronous class meetings. Students will learn to construct their own visual elements on Web pages and to create dynamic and interactive Web pages with computer application programs - Dreamweaver, Photoshop, and Animate.

PRE-REQUISITES

> LBSCI 700: Technology of Information
> LBSCI 701: Fundamentals of Library and Information Science
> LBSCI 702: Information Sources and Services: General
> LBSCI 703: Introduction to Technical Services

LEARNING GOALS AND GSLIS PROGRAM OBJECTIVES

This course is an introduction to the principles of creating clear and effective visual information for communication on the Web. Special attention will be given to the design and presentation of the visual information.

On completion of this course, the students should be able to:

1. Develop essential skills to become a Web designer;
2. Understand the principles involved in visual information;
3. Learn about the variety of existing techniques and systems in designing graphic information;
4. Develop skills in analyzing different visualization techniques as applied to particular tasks;
5. Gain the foundation for further study in computer programming.

Student Learning Outcomes	Assignments	Student Learning Objectives									
		A.1	A.2	B	C	D	E	F	G	H
Develop essential skills to become a Web designer	**Weekly assignments, final exam**	x	x		x			x		x
Understand the principles involved in visual information	**Readings quizzes**	x						x		
Learn about the variety of existing techniques and systems in designing graphic information	**Readings, weekly assignments, quizzes**	x	x					x	x	
Develop skills in analyzing different visualization techniques as applied to particular tasks	**Weekly assignments, final exam**	x	x		v			x		x

GSLIS Program Objectives Stated as Student Learning Outcomes:

Program and course requirements in the GSLIS are designed to ensure that graduates have met the following Student Learning Outcomes (SLOs). These SLOS (A-H) state that graduates will have the ability to:

A. Assist users in gaining access to information and knowledge, including its creation, acquisition, organization and management, storage, and retrieval, by demonstrating that they can:

    1. Identify, acquire, create, organize, process, store, and provide access to information in all its forms for libraries, cultural institutions, and other information organizations in a global environment
    2. Identify, retrieve, evaluate and use general and specialized resources to address current and future information needs and provide related services to diverse user communities.

B. Articulate the role and importance of ethics, values, and advocacy within the legal and historical frameworks underlying the practice of librarianship and the information professions
C. Apply the appropriate practices and policies of established Library and Information Science professional standards in various specializations
D. Find, analyze, assess, apply, and conduct research in Library and Information Science and other disciplines in response to gaps in knowledge and practice

E. Contribute to a diverse, global society—including the role of addressing the needs of underserved groups--through exemplary Library and Information Science practice and research

F. Identify, evaluate and implement current and emerging technologies and services to meet the evolving information needs of diverse user communities in an increasingly interconnected environment

G. Demonstrate understanding of the importance of continuing professional development in LIS; articulate and apply principles, theories, and measures underlying the role of the library in supporting lifelong learning within the community

H. Explain and apply principles of effective management and leadership in the library and related information institutions.

METHOD OF ASSESSMENT

This is an asynchronous course, designed completely online without synchronous class time. Readings and videos are posted each week on the class website and students are expected to finish the readings and videos before starting the weekly assignments. Since this is a three-credit course, it is expected that students will spend a minimum of 5 - 6 hours a week reading, watching videos, and doing assignments.

1. **Quizzes: 8% of the grade.**

Students will be given quizzes on HTML5 and CSS codex. **There are 4 quizzes, each carrying two points** with 8 questions in each quiz. The quiz will be posted on the Blackboard **from Sundays at 12:00 am to Mondays at 11:59 pm** with a duration of 10 minutes.

2. **Weekly Assignments: 78% of the grade.**

Weekly assignments are posted on the class website to practice skills learned in class. Students are expected to complete their own assignments. Grades are given according to the completeness of the assignments. If the links fail to work, assignments will not receive grades, so please make sure the Web page works before submitting the link. **Six points** will be counted for each assignment (a total of 13 assignments).

Students are expected to submit the assignments **on time**. All assignments are due at **8:00 am on Mondays except when the College is closed on that Monday.** If there is a personal emergency that prevents you from completing the assignment, please inform me at least **10:00 pm** the night before in class or via email. Any submissions after the due time will automatically lead to the deduction of your grade by 50%.

3. **Final Projects: 14% of the grade.**

Students will be asked to create a web page with special visual requirements using the concepts and techniques learned for the semester.

GRADING/ASSESSMENT POLICY

Weekly assignments are due on the following Mondays at 8:00 am. Grades with comments will be posted on Blackboard by Monday midnight. Late submission will automatically lead to the deduction of your grade by 50%. If the assignment is corrected within a week, you will earn 50% of the lost grade back. Please check Blackboard Grade Center often. If there is a discrepancy, contact the instructor immediately.

Overall Course Grades

Evaluation will be on a percentage system as detailed above. Grade assignment will follow the scholastic standards in the Queens College Graduate Bulletin:

Graduate Grade Equivalencies (the grade of C- is the lowest passing grade in graduate division courses)

A+	97-100	B+	87-89	C+	77-79	F	0-69
A	93-96	B	83-86	C	73-76		
A-	90-92	B-	80-82	C-	70-72		

COMMUNICATION

You may correspond with me (rowena.li@qc.cuny.edu) via your QC email account. Emails will be responded to within 24 hours. Sometimes, your personal email gets lost in the QC email system, so please use your QC email to correspond with me. Please activate your email account on Blackboard. If you think your comments or thoughts will benefit the class, you are encouraged to post your comments on our class website.

COMPUTER LANGUAGES

This course will cover two computer languages - HTML5 and CSS. The primary focus will be on HTML5. The secondary is on CSS.

COMPUTER PROGRAMS

We will use three computer programs: *Adobe Dreamweaver* for Web page creation and maintenance, *Adobe Photoshop* for still image editing and enhancement, and *Adobe Animate* for animation creation (in .swf format).

QC ACCOUNTS

Please activate the following accounts. We will use them throughout the semester:

- CUNY Blackboard (what & how)
- QC email (what & how)
- Lynda.qc.cuny.edu (what & how)

SERVERS

You need a web server with CGI (Common Gateway Interface) capability for practice and to host your assignments and exams. It should allow you to upload and **run your**

own programs on **the server side**, and it should allow you to set different permission statuses to files and folders in your account.

There are a number of free web domain hosting sites. You have to check to see if they allow you to do **CGI, PHP, and SSI scripts**. In addition, the upload methods have to include Browser. A list of free Web hosts can be found at http://www.free-webhosts.com/webhosting-01.php.

**Agilityhoster.com is recommended. Heliohost.com is not working right now.

You may need to sign up for a second server to serve as a backup. You may sign this up in the second month of the semester.

TEXTBOOKS

1. W3Schools Online Web Tutorials at http://www.w3schools.com
2. CUNY has obtained licenses of *Adobe Dreamweaver*, *Photoshop*, and *Animate* for students who are taking courses. Your names have been submitted by the instructor to CUNY central one week before the semester begins. Please check your QC email often. You should receive a confirmation.

   Recommended videos to watch:

   Dreamweaver CC Essential Training at Lynda.qc.cuny.edu
   Dreamweaver CC 2017 Training created by Janae Corrado
   Adobe Photoshop Essential Training at Lynda.qc.cuny.edu
   Adobe Animate Essential Training at Lynda.qc.cuny.edu

CUNY POLICY ON ACADEMIC INTEGRITY

The Policy on Academic Integrity, as adopted by the Board, is available to all candidates. Academic Dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension, and expulsion. This policy is available to you here.

USE OF CANDIDATE WORK

All programs in New York State undergo periodic reviews by accreditation agencies. For these purposes, samples of candidates' work are made available to those professionals conducting the review. Candidate anonymity is assured under these circumstances. If you do not wish to have your work made available for these purposes, please let the professor know before the start of the second class. Your cooperation is greatly appreciated.

REASONABLE ACCOMMODATIONS FOR CANDIDATES WITH DISABILITIES

Candidates with disabilities needing academic accommodation should register with and provide documentation to the Special Services Office, Frese Hall 111. Email a letter to me indicating the need for accommodation and what type.

This should be done during the first week of class. For more information, check the Special Services webpage

CLASS SCHEDULE

This schedule is subject to change. Always refer to this document and our Blackboard site for the most up-to-date information and activities.

Week	Topics
Week1 1/28-2/6	Register for a Web server Construct a webpage using Notepad Upload Webpage to a server
Week2 2/7-13	Dreamweaver & its interface Construct first web page using Dreamweaver Week 1 assignment due (2/7)
Week3 2/14-21	Table, list, hyperlink & images Quiz 1 (2/13-14) for Week 1 and Week 2 readings Week 2 assignment due (2/14)
Week4 2/22-27	CSS 1 text & internal CSS Week 3 assignment due (2/22)
Week5 2/28-3/6	CSS 2 image & external CSS Quiz 2 (2/27-28) for Week3 and Week 4 readings Week 4 assignment due (2/28)
Week6 3/7-13	CSS 3 div & page layout Week 5 assignment due (3/7)
Week7 3/14-20	Navigation Quiz 3 (3/13-14) for Week 5 and Week 6 readings Week 6 assignment due (3/14)
Week8 3/21-27	Accordions, tabs, and behaviors Week 7 assignment due (3/21)
Week9 3/28-4/3	Float and paddings Week 8 assignment due (3/28)
Week10 4/4-10	Photoshop 1 Quiz 4 (4/3-4) for Week 7, Week 8, and Week 9 readings Week 9 assignment due (4/4)
Week11 4/11-24	Photoshop 2 Week 10 assignment due (4/11)
Week12 4/25-5/1	Animation 1 Week 11 assignment due (4/25)
Week13 5/2-8	Animation 2 Week 12 assignment due (5/2)
Week14 5/9-15	Questions and Answers Week 13 assignment due (5/9)

Week15 5/16-24	Final Project
	Final due (5/24)