

NOV 21 2006

OFFICE OF THE SENATE COUNCIL

APPLICATION FOR NEW COURSE

1. Submitted by College of Fine Arts Date 5/25/2008
Department/Division offering course Arts Administration

2. Proposed designation and Bulletin description of this course
a. Prefix and Number AAD 302 b. Title* Arts Administration Technologies II
*NOTE: If the title is longer than 24 characters (including spaces), write
A sensible title (not exceeding 24 characters) for use on transcripts _____

c. Lecture/Discussion hours per week 3 d. Laboratory hours per week _____

e. Studio hours per week _____ f. Credits 3

g. Course description
The purpose of this course is for students to gain the basic skills that will allow them to design and produce web materials utilized by arts organizations to communicate with their different constituencies. Students will create a both a personal web site as well as a multiple-page arts organization web site. Besides covering basic web design concepts, the course will familiarize students with extensible hypertext markup language (XHTML) as well as web design-related computer applications including Dreamweaver and Fireworks.

h. Prerequisites (if any)
Administration
AAD 202 Arts Technologies I

i. May be repeated to a maximum of N/A (if applicable)

4. To be cross-listed as
N/A
Prefix and Number Signature, Chairman, cross-listing department

5. Effective Date Spring 2008 (semester and year)

6. Course to be offered Fall Spring Summer

7. Will the course be offered each year? Yes No
(Explain if not annually)

8. Why is this course needed?
When we ask arts organizations, what are the primary skills they are looking when hiring people for entry-level professional positions, they always rank computer skills very highly. Because of this, about five years ago, we added a class entitled Arts Technologies I, which teaches students the basic design skills and computer applications, necessary to produce common print publications used by arts organizations, such as ads, posters, fliers, brochures and invitations. While print publications are still the primary medium used by Arts Organizations to communicate with their constituencies, web based methods are becoming increasingly popular. This class, therefore, would help the students develop the skills necessary to create and maintain web sites. It would also help the students to further develop the design skills that they are introduced to in AAD 202 Arts Technologies I.

9. a. By whom will the course be taught? Either full-time faculty in the Arts Administration Program, or part-time faculty, if the full-time faculty do not have sufficient technical and design skills to teach the course.

b. Are facilities for teaching the course now available? Yes No
If not, what plans have been made for providing them?

The Program has already taught the course for two years as a Special Topics course.

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10. What enrollment may be reasonably anticipated? 15-20

11. Will this course serve students in the Department primarily? Yes No

Will it be of service to a significant number of students outside the Department? Yes No
If so, explain.

The lab only has 20 computers, and so that is the maximum number of students that can take the course in a given semester. If there are slots available, after Arts Administration students have signed up for the course, it will be opened up for other students on campus. Generally, a few ISC students would likely take the course, since it is very similar to a course taught in their College. However, due to space limitations, it will only benefit a handful of non-Arts Administration students in the semester the course is taught.

Will the course serve as a University Studies Program course? Yes No

If yes, under what Area? _____

12. Check the category most applicable to this course

- traditional; offered in corresponding departments elsewhere;
- relatively new, now being widely established
- not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky? Yes No

14. Is this course part of a proposed new program: Yes No
If yes, which?

15. Will adding this course change the degree requirements in one or more programs? Yes No
If yes, explain the change(s) below

Currently in the Arts Administration Program, students are required to take one AAD 402 Special Topics Courses in order to graduate. This requirement would be dropped, and instead they would be required to take AAD 302 Arts Administration Technologies II. It should be pointed out, however, that students in the Program still have a good amount of flexibility to take Special Topics courses, since they are required to take 9 credits of what are called Directed Electives, which can be any AAD 402 Special Topics course, or courses from the Colleges of Business or Communications, or courses in an Arts Disciplines outside of their emphasis track. *ly*

16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted. Check here if 100-200.

18. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales. Check here if 400G-500.

19. Within the Department, who should be contacted for further information about the proposed course?

Name Michael Braun, Program Director

Phone Extension 257 4142

***NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.**

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Signatures of Approval:

Michael Brown
Department Chair

10-14-06

Date

[Signature]
Dean of the College

10/16/06

Date

[Signature]
*Undergraduate Council

Date of Notice to the Faculty

11-7-06

Date

*University Studies

Date

*Graduate Council

Date

*Academic Council for the Medical Center

Date

*Senate Council (Chair)

Date of Notice to University Senate

*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

AAD 402 001

Special Topics in Arts Administration: Arts Administration Technologies II

Renee Human, Instructor

Office Phone: 246-6299 (email me for faster response)

Office & Hours: OB 337C (Bluegrass Community and Tech College campus)
Fri 11am-4pm
or by appointment

E-mail: renee.human@uky.edu

Website: <http://elearning.uky.edu>

- Your UK/u-connect password will get you into the site
- Syllabus, assignments, announcements and supporting materials will be kept on this site
- You are responsible for checking the site at least once weekly

AAD Coordinator: Michael Braun, 859-257-4142, Michael.Braun@uky.edu

Course Content:

The purpose of this course is for students to gain the basic skills that will allow them to design and produce web materials utilized by arts organizations to communicate with their different constituencies. Students will create both a personal web site as well as a multiple-page arts organization web site. Besides covering basic web design concepts, the course will familiarize students with extensible hypertext markup language (XHTML) as well as web design-related computer applications including Dreamweaver and Fireworks.

Class Organization:

Class periods will be spent with a combination of lecture, lab (consisting of both in-class instruction/demonstration as well as individualized learning), and various methods of student class participation.

Out-of-class assignments may require approximately two hours per hour of class. A limited amount of class time will be allocated toward computer assignments. Students may complete assignments in the Fine Arts computer^{lab}. The lab schedule for the semester may be found at <http://sweb.uky.edu/SystemsLabs/finearts/hours.html>.

Grading Criteria:

Students will be graded through a variety of methods including (percentages indicate final grade factoring):

- Homework Assignments = 60%
 - 6 assignments
- Arts organization web site project = 40%
- Attendance (unexcused absences)
 - 0-1 absence = 10%
 - 2 absences = 8%

- 3 absences = 6%
- 4 absences = 4%
- 5 absences = 2%
- 6 or more absences = automatic E for the course

Procedure for Turning in Work

All project assignments will be uploaded to your student web (SWEB) account and the URL emailed to renee.human@uky.edu.

All assignments will be graded on format, grammar, punctuation, spelling, accuracy and content.

Students are responsible for keeping current backup copies of all files (including homework). If a student loses his/her files or the files become corrupted and the student does not have a backup files, the student will have to redo the entire assignment or earn a 0.

Scale:	Numerical Grade	Letter Grade
	90-100	A
	80-89	B
	70-79	C
	60-69	D
	Below 60	E

Textbooks and Resources:

1. **HTML Pocket Reference, Second Edition**, Jennifer Niederst Robbins, Second Edition January 2002, O'Reilly Pocket References , ISBN: 0-596-00296-3
2. **Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition**, Steve Krug, New Riders Publishers, ISBN: 0-321-34475-8
3. Other assigned readings and resources – available on the course Blackboard website at <http://elearning.uky.edu>

Accounts and Supplies:

- A Mac network account
- A student web (SWEB) account. To register, go to <http://iweb.uky.edu/uams/>
- An email account that you check at least every other day. **Warning:** Hotmail, AOL, gmail, and other free and filtering accounts are likely to label email from me as spam unless you add me to your recipient list. **Maintaining a working email account is your responsibility.** Best bet: use your free UK u-connect email account.
- A Blackboard account – you will need to check the course website twice a week at <http://elearning.uky.edu>
- Optional: a flash drive (recommended) to store any work completed in class

Attendance Policy:

You need to be here. This is going to be a progressive learning class and missing one or more classes on the way will be detrimental to your learning and your grade (see **Grading Criteria** above). Skill-building assignments will be completed during specific class sessions and cannot be made up except in the case of excused absences.

Students are responsible for lecture and hands-on information and announcements or changes given during missed classes and must ask the instructor for items missed. However, it is not the responsibility of the instructor to teach students missed information.

The University of Kentucky's excused absence policy includes:

- Illness of the student or serious illness of a member of the student's immediate family.
- The death of a member of the student's immediate family.
- Trips for members of student organizations sponsored by an academic unit, trips for college classes, and trips for participation in intercollegiate athletic events. When feasible, the student must notify the instructor **prior to** the occurrence of such absences, but in no case shall such notification occur more than one week after the absence.
- Major Religious Holidays. Students are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays **no later than** the last day for adding a class.

I have the right to request appropriate verification for each absence. If you miss work due to an excused absence, you bear the responsibility of informing me about your excused absence within one week following the period of the excused absence (except where prior notification is required), and of making up the missed work.

Late Work Policy

Homework must be turned in at **the beginning of class unless otherwise specified by the instructor**. Homework completed during the class it is due **will not be accepted**. If the assignment is turned in one class period late, a 20% penalty will be assessed on the final grade. Homework will not be accepted later than the following class period. Extenuating circumstances will be taken into consideration but must be verified to receive an extension on assignments (see attendance policy above).

Reasonable Accommodations Statement

Students requiring accommodations for this course **must** notify me by no later than the end of the second class meeting. This includes any physical limitations, learning disabilities, problems understanding or communicating, or any other special circumstances that may lead to having difficulties in this course.

Code of Conduct

All rules and regulations set forth in the current edition of the *UK Student Rights and Responsibilities* will be followed in this course. Academic offenses include student co-responsibility, knowingly assisting in academic dishonesty, as well as plagiarism and cheating. The minimum penalty for plagiarism in this course is an "E". The student code can be found at <http://www.uky.edu/StudentAffairs/Code/>.

Please put your phone on vibrate or shut it off during my class. If you must answer your phone, please leave the room before doing so (and leave the room with the absolute minimal amount of disruption to your fellow students).

Course Outline

I reserve the right to modify this schedule as the semester progresses. Updated schedules will be distributed in class in the event that the schedule is adapted and will be available on the class Blackboard website at <http://elearning.uky.edu>. It is the student's responsibility to obtain a new schedule in the event of absence on the day of distribution.

Monday	Wednesday
January 9	11 First day of classes <ul style="list-style-type: none"> Syllabus and course info, set up Mac and SWEB accounts Intro to web design and the web design process Assignment: personal web site plan due Jan. 18
16 Martin Luther King, Jr. Holiday - No Classes	18 Introduction to Web Design <ul style="list-style-type: none"> Introduction to HTML and XHTML Write Basic XHTML: html, head, title, body, p, h1-6 Publishing your site Assignment: Begin personal website
23 More HTML <ul style="list-style-type: none"> Lists, empty tags, special characters, and attributes Assignment: Continue website 	25 Creating Hyperlinks <ul style="list-style-type: none"> Links: absolute, relative, email and anchors Assignment: Add links to website
30 Images <ul style="list-style-type: none"> Resolution and copyright issues Gifs and jpgs Manipulating photos with Photoshop/ImageReady and Fireworks 	February 1 Colors and Images <ul style="list-style-type: none"> Color and the safety palette Coding images and color attributes Images as links Assignment: Add photo and color to website
6 Tables <ul style="list-style-type: none"> Tables for data Layout tables Table attributes Assignment: Create table based layout for homepage and secondary pages 	8 Creating Graphics with Fireworks <ul style="list-style-type: none"> Create basic vector graphics and properties Exporting gifs and using in web pages
13 Stylized Text <ul style="list-style-type: none"> Text as graphics Basic usability Assignment: Add banner and other graphics to website 	15 Simple Buttons <ul style="list-style-type: none"> Creating new and editing existing buttons Coding buttons in your pages Assignment: Add buttons to website
20 Pulling it All Together <ul style="list-style-type: none"> Personal website due 	22 Presentations <ul style="list-style-type: none"> Presentation and discussion on personal website
27 Intro to Dreamweaver <ul style="list-style-type: none"> Investigating the interface Setting up a site Assignment: define DW final project site, plan final site 	March 1 WYWIWYG editing <ul style="list-style-type: none"> Add and format text Bringing in Word text Assignment: import content into DW, save as individual pages
6 (Midterm) WYSIWYG linking <ul style="list-style-type: none"> Links Assignment: add links to final site 	8 Managing and Publishing <ul style="list-style-type: none"> Moving, renaming & deleting files Publishing your website Assignment: publish pages to date
13-15 Spring Break – no classes	
20 Dreamweaver Extras <ul style="list-style-type: none"> Library items Flash buttons and text Assignment: add a library item and flash object to site 	22 Design with Dreamweaver <ul style="list-style-type: none"> Intro to Cascading Style Sheets (CSS)
27 CSS <ul style="list-style-type: none"> CSS-styled text 	29 CSS <ul style="list-style-type: none"> Internal v. External

<ul style="list-style-type: none"> • Assignment: add styles to homepage 	<ul style="list-style-type: none"> • Assignment: create external style sheet for secondary pages
April 3 Layout <ul style="list-style-type: none"> • Tables • Layers • Tables v. Layers • Assignment: use layers to position objects on pages 	5 Advanced Navigation <ul style="list-style-type: none"> • Navigation bars • Fireworks to Dreamweaver • Assignment: create a nav bar and import into DW
10 Image Maps and Rollovers <ul style="list-style-type: none"> • Image maps in DW and FW • Rollover images – simple and complex • Assignment: create a rollover image in DW or FW 	12 Forms <ul style="list-style-type: none"> • Creating forms • Automating forms • Assignment: create a contact form for personal or final site
17 Behaviors <ul style="list-style-type: none"> • Validating forms • Simple scripting • Assignment: Validate your form and add one more behavior to your final site 	19 Fireworks v. Dreamweaver <ul style="list-style-type: none"> • Graphical FW sites • Slicing • CSS DW sites
24 Lab day <ul style="list-style-type: none"> • Check in/work with instructor on final project 	26 Lab day <ul style="list-style-type: none"> • Last day of class • Pulling it all together
May 1 Finals Week, last class Monday May 1st, 3:30 (scheduled exam time for this class) Final sites presentations	