

# COURSE CHANGE FORM

## Signature Routing Log

**General Information:**

Course Prefix and Number:     AAD 302    

Proposal Contact Person Name:     Michael Braun    

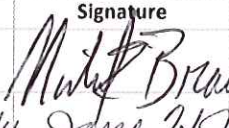
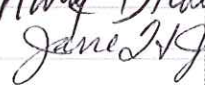
Phone: 859 257 4142

Email: Michael.Braun@uky.edu

**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
Arts Administration Faculty	2/15/2011	Michael Braun / 257 4142 / Michael.Braun@uky.edu	
College of Fine Arts Curriculum Comm.	2/23/11	Jane Johnson 7-11709   jjohnn@ email.uky.edu	
		/ /	
		/ /	
		/ /	

**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>8</sup>
Undergraduate Council	3/29/2011		
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

<sup>8</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

## COURSE CHANGE FORM

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

<b>1. General Information.</b>					
a. Submitted by the College of:		<u>College of Fine Arts</u>		Today's Date: <u>01/07/2011</u>	
b. Department/Division:		<u>Arts Administration Program</u>			
c. Is there a change in "ownership" of the course?				YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If YES, what college/department will offer the course instead? _____					
d. What type of change is being proposed? <input checked="" type="checkbox"/> Major <input checked="" type="checkbox"/> Minor <sup>1</sup> (place cursor here for minor change definition)					
e. Contact Person Name:		<u>Michael Braun</u>		Email: <u>Michael.Braun@uky.edu</u> Phone: <u>859 257 4142</u>	
f. Requested Effective Date: <input checked="" type="checkbox"/> Semester Following Approval OR <input type="checkbox"/> Specific Term <sup>2</sup> : _____					
<b>2. Designation and Description of Proposed Course.</b>					
a. Current Prefix and Number:		<u>AAD 302</u>		Proposed Prefix & Number: <u>AAD 302</u>	
b. Full Title:		<u>Arts Administration Technologies II</u>		Proposed Title: <u>Web Site Design and Maintenance</u>	
c. Current Transcript Title (if full title is more than 40 characters): _____					
c. Proposed Transcript Title (if full title is more than 40 characters): _____					
d. Current Cross-listing: <input checked="" type="checkbox"/> N/A OR Currently <sup>3</sup> Cross-listed with (Prefix & Number): _____					
Proposed – <input type="checkbox"/> ADD <sup>3</sup> Cross-listing (Prefix & Number): _____					
Proposed – <input type="checkbox"/> REMOVE <sup>3,4</sup> Cross-listing (Prefix & Number): _____					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours <sup>5</sup> for each meeting pattern type.					
Current:		<u>3</u> Lecture		____ Laboratory <sup>5</sup>	
		____ Recitation		____ Discussion	
		____ Indep. Study			
		____ Clinical		____ Colloquium	
		____ Practicum		____ Research	
		____ Residency			
		____ Seminar		____ Studio	
		____ Other – Please explain:		_____	
Proposed:		<u>3</u> Lecture		____ Laboratory	
		____ Recitation		____ Discussion	
		____ Indep. Study			
		____ Clinical		____ Colloquium	
		____ Practicum		____ Research	
		____ Residency			
		____ Seminar		____ Studio	
		____ Other – Please explain:		_____	
f. Current Grading System: <input checked="" type="checkbox"/> Letter (A, B, C, etc.) <input type="checkbox"/> Pass/Fail					
Proposed Grading System: <input checked="" type="checkbox"/> Letter (A, B, C, etc.) <input type="checkbox"/> Pass/Fail					
g. Current number of credit hours: <u>3</u> Proposed number of credit hours: <u>3</u>					

**Comment [OSC1]:** Excerpt from *SR 3.3.0.G.2 Definition*. A request may be considered a minor change if it meets one of the following criteria:  
a. change in number within the same hundred series\*;  
b. editorial change in the course title or description which does not imply change in content or emphasis;  
c. a change in prerequisite(s) which does not imply change in content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s);  
d. a cross-listing of a course under conditions set forth in *SR 3.3.0.E*;  
e. correction of typographical errors.

\*...for the specific purposes of the minor exception rule, the 600-799 courses are the same "hundred series," as long as the other minor change requirements are complied with. [RC 1/15/09]

<sup>1</sup> See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair*. If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.  
<sup>2</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.  
<sup>3</sup> Signature of the chair of the cross-listing department is required on the Signature Routing Log.  
<sup>4</sup> Removing a cross-listing does not drop the other course – it merely unlinks the two courses.  
<sup>5</sup> Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See *SR 5.2.1*.)

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<b>h.</b>	<b>Currently, is this course repeatable for additional credit?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
	<i>Proposed to be repeatable for additional credit?</i>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
	<i>If YES: Maximum number of credit hours:</i> _____		
	<i>If YES: Will this course allow multiple registrations during the same semester?</i>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
<b>i.</b>	<b>Current Course Description for Bulletin:</b>	<u>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. Prereq: AAD 202.</u>	
	<i>Proposed Course Description for Bulletin:</i>	<u>The purpose of this course is for students to gain the basic skills that will allow them to design, build and manage a web site. Besides covering basic web design concepts, the course will familiarize students with extensible hypertext markup language (XHTML) as well as web design applications such as Dreamweaver and Fireworks.</u>	
<b>j.</b>	<b>Current Prerequisites, if any:</b>	<u>AAD 202</u>	
	<i>Proposed Prerequisites, if any:</i>	<u>None</u>	
<b>k.</b>	Current Distance Learning(DL) Status:	<input checked="" type="checkbox"/> N/A <input type="checkbox"/> Already approved for DL* <input type="checkbox"/> Please Add <sup>6</sup> <input type="checkbox"/> Please Drop	
	*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box <input type="checkbox"/> ) that the proposed changes do not affect DL delivery.		
<b>l.</b>	<b>Current Supplementary Teaching Component, if any:</b>	<input type="checkbox"/> Community-Based Experience <input type="checkbox"/> Service Learning <input type="checkbox"/> Both	
	<i>Proposed Supplementary Teaching Component:</i>	<input type="checkbox"/> Community-Based Experience <input type="checkbox"/> Service Learning <input type="checkbox"/> Both	
<b>3.</b>	<b>Currently, is this course taught off campus?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
	<i>Proposed to be taught off campus?</i>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
<b>4.</b>	<b>Are significant changes in content/teaching objectives of the course being proposed?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
	If YES, explain and offer brief rationale: _____		
<b>5.</b>	<b>Course Relationship to Program(s).</b>		
<b>a.</b>	<b>Are there other depts and/or pgms that could be affected by the proposed change?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
	If YES, identify the depts. and/or pgms: _____		
<b>b.</b>	<b>Will modifying this course result in a new requirement<sup>7</sup> for ANY program?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
	If YES <sup>7</sup> , list the program(s) here: _____		
<b>6.</b>	<b>Information to be Placed on Syllabus.</b>		
<b>a.</b>	<input type="checkbox"/> Check box if	If <u>changed to</u> 400G- or 500-level course you must send in a syllabus and you must include the	

<sup>6</sup> You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

<sup>7</sup> In order to change a program, a program change form must also be submitted.

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	<u>changed to</u> 400G or 500.	<i>differentiation</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See <i>SR 3.1.4.</i> )
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## Syllabus AAD 302: Web Design and Maintenance

Thursday 6:30 pm to 9:00 pm

Lucille Little Fine Arts Computer Lab

Instructor: XXXX XXXXX

Email: XXXXXX@uky.edu

### OFFICE HOURS

Mondays 12 - 2, Tuesdays 1 - 3, Thursdays 1 - 3, Fridays 12 - 2. If you have trouble finding me, email me or leave a message on my answering machine, telling me how and when I can contact you.

### COURSE DESCRIPTION

The purpose of this course is for students to gain the basic skills that will allow them to design, build and manage a web site. Besides covering basic web design concepts, the course will familiarize students with extensible hypertext markup language (XHTML) as well as web design applications such as Dreamweaver and Fireworks

### COURSE Outcomes

Upon completion of this course, students will be able to:

- Create the basic graphic design, layout and navigation for a functioning, user-friendly web site.
- Insert and update a wide range of information and media into a web site, such as text, tables, charts, photographs, graphics, films and databases.
- Demonstrate the use of extensible hypertext markup language (XHTML) in the creation of web sites.
- Demonstrate the use of Dreamweaver and Fireworks in the creation of web sites.
- Identify and take advantage of additional training and ancillary resources on the Internet that support the development and maintenance of web sites.

### 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 time will be allocated to computer assignments. Students may complete assignments in the Fine Art computer lab. The lab schedule for the semester may be found at <http://sweb.uky.edu/SystemsLabs/finearts/hours.html>

### AVAILABLE TOOLS

Software:

The software tools we will be learning in this course are: Adobe Photoshop, Dreamweaver and Fetch. All software will be available in the Lucille Little Fine Arts Tech Lab.

Hardware:

You will have access to a Macintosh based computer lab and a Scanner.

### STORAGE/REQUIRED MATERIALS

Because we are using a general lab, you cannot store your files on the computers. You need to be able to store your files to a jump drive/iPod and make back-ups. If you lose your drive, it is not an excuse.

### REQUIRED RESOURCES

**You are required to get register for an account at Lynda.com by the end of our second class. It will cost less that \$40 for the entire semester.**

You must also familiarize yourself with and use the site <http://www.w3schools.com>

## SUGGESTED RESOURCES

You will have access to the following titles:

- CSS for Designers
- Dreamweaver CS3 Essential Training
- Dreamweaver CS3 with CSS Essential Training
- Photoshop CS3 for Web Essential Training
- This book is highly recommended:
- Head First: Html with CSS and XHTML and JavaScript published by O'Reilly; Elisabeth Freeman and Eric Freeman. ISBN 978-0-596-10197-8

## GRADES

**You will be given a midterm grade in class by no later than Thursday, October 14.** You will be graded on your projects' concept and content, its originality, and its execution. The quality of the effort you bring to your assignments and the conscientiousness with which you approach the text, your interaction with your fellow students and your engagement with the reading all reflect the degree of respect you have for yourself and other members of the class. It has been my experience that students who employ a high degree of effort and positive motivation often achieve greater results than those who do not.

To receive an A (90-100), your work will have to be outstanding, not just well made and well executed, but intriguing, clever, well made and fully finished.

B (80-89) projects must meet all objectives stressed in the assignment and be well produced.

A grade of C (70-79) will be given if the student finishes the project but there is little creativity or skill in the work.

A grade of D and below (Below 70) indicated that a student has failed to complete the assignment.

**Grades for this class will be on a 350 point system:**

### **3 Projects & 2 Quizzes: 100 points**

20 points each

### **Mid-Term Website: Personal Site: 125 points**

storyboard/architecture pre-plan: 25 points

content/expertise/form: 50 points

graphics/aesthetics: 50 points

### **Final Website: Professional Site**

#### **(Arts Organization or Individual Artist): 125 points**

storyboard/architecture pre-plan: 25 points

content/expertise/form: 50 points

graphics/aesthetics: 50 points

## PROCEDURE FOR SUBMITTING WORK

All projects and assignments will be uploaded to your student web (SWEB) account, and the URL must be emailed to [swavanmeter@gmail.com](mailto:swavanmeter@gmail.com)

## ATTENDANCE & ABSENCE

A student's physical presence in the classroom is a prerequisite for active learning to occur. It is not enough that you do work at home on

your own computer. If you do not work on your assignments in class, I will assume someone else did your work for you and you will fail the project.

Skill-building assignments will be completed during specific class sessions and cannot be made up except in the case of excused absences. You are responsible for lecture and hands-on information and announcements or changes given during missed classes and must ask the instructor for missed items. However it is not the responsibility of the instructor to teach students missed information.

Given that this class meets only once a week, you are allowed only **2** excused absences from the class. Every subsequent absence will result in a drop in a letter grade from your final grade. Every lateness will result in ½ absence. A letter grade will be dropped off your final assignment grade if you are absent on the day that an assignment is due.

If you are going to need to leave the class early for some reason, you communicate it with me. If you are going to miss a class, I expect an email to my personal account, swavanmeter@gmail.com BEFORE the start of 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 absence.

Excused Absences: S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences:

1. serious illness;
2. illness or death of family member;
3. University-related trips;
4. major religious holidays;
5. other circumstances you find to be "reasonable cause for nonattendance".

### LATE WORK POLICY

All work 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 late, a 20% penalty will be assessed on the final grade of the assignment, and work will not be accepted at all later than the Friday evening following the due date. Extenuating circumstances will be taken into consideration but must be verified to receive an extension on assignments (see attendance policy above).

### ACADEMIC ACCOMMODATIONS

If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation, which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)

### ETIQUETTE

Communication is paramount concerning absences, late submissions, and exceptions. There will be fewer problems the earlier you communicate any issues, including any problems you may be having.

I ask that everyone treat each other with respect.

Please turn cell phones to vibrate and do not use them in class.

### CALENDAR

August-September

8-26

First day of class; Introductions & Syllabus. Register for UK accounts and Lynda.com. Introduce tools and resources.

9-2
XHTML Basics. Lynda.com and W3Schools.
9-9
XHTML basics. Blogging.
9-16
<b>Project #1 Due: 5 Entry Blog Quiz #1: XHTML</b>
Images & Graphics for Web (Photoshop). Slices / File management for Dreamweaver.
9-23
Dreamweaver: Tables. Uploading to the server.
9-30
<b>Project #2 Due: Image Webpage with 3 links</b>
Dreamweaver: Basics

## October

10-7
Dreamweaver: Text Navigation vs Image Navigation. Spry Navigation.
10-14
<b>Project #3 Due: Text Webpage with 3-link nav bar</b>
Dreamweaver: External Stylesheets & Layout with CSS
10-21
<b>Storyboard/architecture due for Website #1.</b>
Dreamweaver: CSS, Tags & Classes
10-28



Online resources: Sound, Video, Other Media.  
Flickr/YouTube.

November - December

11-4

**Quiz #2: CSS**

Work on Personal Website

11-11

**Presentations of Personal Website**

11-18

**Storyboard/architecture due for Website #2.**

Online resources: XHTML Forms. Templates and adapting existing resources; CSS, galleries, tag clouds, forms, etc.

11-25

Thanksgiving

12-3

Work on Arts Admin Website

12-10

Work on Arts Admin Website

Thursday, December 16, 6:30pm

**Presentations of Final Professional Website**