



Intro to Web Design		IC 351	3 Credits 60 Clock Hours
8 a.m. – 12 p.m.		Thursday	Summer 2026 15 Weeks
<p>Expectation of Work: The semester credit hour is the basic unit of credit awarded at NCAD. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement.</p> <p>A semester credit hour varies according to the content of the course. One semester credit hour of academic credit is given for at least 15 hours of classroom contact, at least 30 hours of supervised laboratory time, at least 30 hours of documented independent study activities, or at least 45 hours of internship experience.</p> <p>Students will typically be expected to spend two hours in preparation outside of class for each hour of lecture. Additional outside work may be required for specific technical/ occupational classes.</p>			
INSTRUCTOR	Name	Michael Wilford	
	Contact information	mwilford@ncad.edu	
TEXTBOOKS		I won't be requiring any textbooks, any reference materials will be free online resources which I will provide as the class progresses.	
MATERIALS/SUPPLIES NEEDED		<ul style="list-style-type: none"> • Figma (sign up for a free account) • Photoshop and Illustrator • Brackets code editing software (free) • Student domain and web hosting (not free, but fairly inexpensive, details in class) • Some free tools we will discuss 	
COURSE DESCRIPTION			
<p>This is an introductory website design course. We will go over the entire spectrum of website design and related technologies, but the focus will be on the design part of web design. However, technology is integral to web design. You will be introduced to front end languages HTML and CSS and do some exercises with them. You'll also work with Wordpress to design and develop a final website project.</p>			

COURSE LEARNING OUTCOMES

1. Understand the principles of designing an effective web page and web site.
2. Become familiar with graphic design principles that relate to web design.
3. Develop skills in analyzing the usability of a web site.
4. Understand how to plan and create a web design appropriate to the client goals for the site.
5. Become familiar with the language of the web: HTML and CSS.
6. Become familiar with CSS grid layout and flexbox.
7. Become familiar with the history of web design up to the present, as well as current design trends.
8. Become familiar with the technical framework of the internet and how technology influences web design.

INSTRUCTION/HOMEWORK

CLASS ACTIVITIES Research, Design and Coding Class work will include a small assignment due in 1 or 2 weeks and a web design project due every 2 weeks, except the final projects, which will have 4 weeks.	Y	Lecture / Discussion	Small Assignments 3 week web design projects Final Project – Portfolio Website	Assignments are expected to require 4-6 hours per week.
	Y	Instruction / Demonstration		
	Y	Critique		
	Y	Studio/ Computer Lab		

ANTICIPATED SCHEDULE (List major projects and assignments, not all weekly activities)

1. Small Assignments	Homework will be assigned which will be due in one or two weeks depending on the assignment.
2. Web Design Projects	Students will create a web design based on each project's criteria which will be due 3 weeks from the assignment date. So there will be a new project every 3 weeks until the final project, with more time. Mood Boards are due in one week after project is assigned.
3. Final Project	Student will purchase their own domain and hosting where they will design and build their own portfolio website in Wordpress. Mood Board is due in week 9.

ALIGNMENT CHART

By the end of this class, students should: <ul style="list-style-type: none"> • Be able to design a professional looking website mockup • Have an overall knowledge of the underlying technologies of web-sites • Have enough of a working knowledge of HTML and CSS to be able to read and customize that code. • Be comfortable working with Wordpress to create a functional website.
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GRADING SYSTEM AND DESCRIPTIONS

Web Design Projects (every 3 weeks except final project)

Each project worth 175 pts except final project worth 350 pts

Mood Boards are due the week after assignment and are worth 25 pts. – 10 pts for late submission of Mood Boards

- Project mockups are incomplete or have a minimal amount of work = -11 pts
- Completed all requirements of the project? (includes turning in all required elements) No = -11 pts
- Turned in project late? -11 pts for each day late.
Minimum project score due to late fees (assuming it is complete): 50 pts

Small Assignments (1 – 2 weeks): 20 - 40 pts

- Incomplete: -10 pts
- Late fees: -5 pts for each day late

I put a floor of 50% for points on all assignments (assuming the assignment was done correctly).

4.25 Scale	0	1			2			3			4		
Single Word Description	N/A	Ineffective			Progressing			Effective			Highly Effective		
Corresponding Point Range and Letter Grade	Did not demonstrate, either through absence and/ or serious deficiencies, the described	Struggles to demonstrate practices described in the key grading criteria.			Performs within the described key grading criteria. Showing some improvement over time.			Consistently demonstrates competency regarding the practices described in the key grading criteria.			Consistently innovative, integrated, nuanced, and sophisticated demonstration of elements in the key grading criteria.		
Corresponding Point Range and Letter Grade	0.00	0.75	1.0	1.5	1.75	2.0	2.5	2.75	3.0	3.5	3.75	4.0	4.2
	F	D-	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
	0–59.9	62.9 – 60	66.9-63	69.9– 67	72.9 – 70	76.9 – 73	79.9 – 77	82.9– 80	86.9 – 83	89.9 – 87	92.9 – 90	96.9 – 93	100 – 97
Existing Grade Descriptions	An (F) is a failing grade, which is given to a student who has missed more than 20% of the 15-week course per semester and/or have not produced the work required. The quality and quantity of the work in and out of class is unacceptable. The work does not qualify the student to progress to a	A (D-) is a barely passing grade – the lowest grade possible for a delivered product. Although the student has met only the most basic requirements of the class, their work still qualifies them to progress to the next level of study/production. The work shows little understanding or connection with the material.			(C+) work accomplishes all of the requirements with basic competency and insight. A (C) is an average grade, which demonstrates a satisfactory comprehension of the subject matter, meets the minimum requirements, displays little initiative, communicates orally and in writing at an acceptable level, and generally has an acceptable understanding of all basic concepts. However, while there is understanding, the student has not yet found a way to make the their own.			A (B) is an honor grade, which is given to students who demonstrate a solid understanding of the assignments given and have produced work of considerable achievement. The B student is an active listener and accomplishes more than the minimum work required. The work is good; the focus is clear, however some areas though grasped, have not been used, developed or fully exploited. A (B) should be considered a high grade given to students of significant potential that			An (A) is a high honor grade, which is reserved for exceptional students who have excelled in the production required for the class in either visual or written form. The work leaves little or no room for improvement. The structure is complete; the content is clear and substantial. In addition, the student has participated actively and helpfully in class critiques. The student sees many sides of an issue, integrates ideas previously learned and anticipates the next steps in the proaression of ideas.		

INSTRUCTIONAL METHODS

Active student participation is encouraged through a combination of learning activities that may include collaborative learning, lecture, guided discussion, student presentations and individual/group-based projects.

Students should bring all materials they need to work to class. Lack of preparation and preparedness can severely effect grades. Time management is an integral part of any learning process or creative project.

ATTENDANCE

NCAD ATTENDANCE POLICY

Attendance is required in all courses in which students are enrolled. Students should use mature judgment and consult with the instructor concerning unavoidable absences from a course. Students may not miss more than 20% of a 15 week course per semester. Without an Approved Waiver, students going beyond the allowable excusable time, will automatically fail the course due to attendance.

Students may not miss more than the following class hours:

- 12 hours for any 3 credit, Technical/ Occupational course (4 hours per week)
- 6 hours for any 2 credit, General Education course (2 hours per week)

Arriving to a course late, leaving early, or returning from breaks late are all considered missed course time and will be counted towards the allowed absence time per course, and will be calculated in 15 minute increments.

At the Registrars' discretion, students may be marked absent if they attend courses without the required course supplies, caught sleeping or on electronics in non-lab classes. Students will be warned of attendance noncompliance by the Registrar. It is the student's responsibility to provide the Registrar with valid contact information while attending the program.

Courses canceled due to weather conditions, may be rescheduled by sign-up only at the discretion of the instructor. Students signed up for make-up classes must attend these classes or will be marked absent. Courses will not be re-scheduled for Instructor illness.

NCAD ATTENDANCE WAIVER POLICY

Under very limited circumstances students may request an attendance waiver for missed exams or presentations only. These waivers would allow students to makeup the missed work/ time if approval is granted. Attendance waivers are not given for Urgent Care visits, Emergency Room visits, any general physician care, or preventative care. Attendance Waivers are only granted for extreme reasons and on a case by case basis by the Registrar. Waiver forms must be obtained from and returned to the Registrar no more than 7 days after the absence. The Registrar will communicate to the instructor if the absence is excused and the missed day can be made up. All work/ time missed due to the approved attendance waiver must be completed within 7 days from the waiver approval date. If the student fails to complete the work/ time, they may fail the course.

WEEKLY SCHEDULE

WEEKLY PLAN OF ACTIVITY			
Week	Topic	Class Activities	Assignments
Week 1 May 7	Topic: TBA	Lecture – Critique - Studio	Web Design Project 1
Week 2 May 14	Topic: TBA	Lecture – Critique - Studio	Project 1 moodboard due Project 6 – Final Project
Week 3 May 21	Topic: TBA	Lecture – Critique - Studio	
Week 4 May 28	Topic: TBA	Lecture – Critique - Studio	Project 1 due Web Design Project 2
Week 5 June 4	Topic: TBA	Lecture – Critique - Studio	Project 2 moodboard due Project 6 – Domain & hosting due
Week 6 June 11	Topic: TBA	Lecture – Critique - Studio	
Week 7 June 18	Topic: TBA	Lecture – Critique - Studio	Project 2 due Web Design Project 3
Week 8 June 25	Topic: TBA	Lecture – Critique - Studio	Project 3 moodboard due
Week 9 July 2	Topic: TBA	Lecture – Critique - Studio	Project 6 mood board due
Week 10 July 9	Topic: TBA	Lecture – Critique - Studio	Project 3 due Work on Final Project
Week 11 July 16	Topic: TBA	Lecture – Critique - Studio	
Week 12 July 23	Topic: TBA	Lecture – Critique - Studio	
Week 13 July 30	Topic: TBA	Lecture – Critique - Studio	
Week 14 August 6	Topic: TBA	Lecture – Critique - Studio	
Week 15 August 13	Topic: TBA	Lecture – Critique - Studio	Final Project Due