

Art 317- Web Design I

Contact info:

Cara Brewer Thompson •Office- 32 A Lanigan • phone (312) 5623
•email cthomps3@oswego.edu •Office hours: MW 12:30-1:30 . or by appointment. AIM hours: MW 12:30-1:30 or by appointment (email me).
(AIM: CLan32 or at <http://www.classes.brewerthompson.com/contact>)

Class Website: <http://www.classes.brewerthompson.com>

Class Calendar: http://ical.mac.com/carathompson/web_design

Class Blog: <http://brewerthompson.com/classblog> (student, lanigan35)

Course Description: Study and experience in planning and producing visually driven internet and/or world wide web sites. Emphasis is placed on the creative use of Internet, Intranet and World Wide Web Systems.

Course Objectives: to develop computer, aesthetic and conceptual skills related to design for the world wide web. To develop skills in working with a variety of software relevant to web design with an emphasis on the process of design and creative problem solving.

Course Requirements: Students are expected to participate fully during class time. Out of class time both in lab and outside of the lab will be required to finish assignments.

Topics:

- Development and design
- Hardware :cameras and scanners, video, audio, computer hardware
- Software: Dreamweaver. , other software relevant to creating imagery for the web.
- Aesthetics
- Interface design
- Visual organization and communication-information architecture.
- Time-based media
- Typography for the web
- File formats
- Storage Devices
- HTML
- FTP

Required Books

- HTML for the World Wide Web with XHTML and CSS, Visual Quick Start Guide, 5th edition., Elizabeth Castro-ISBN 0321139973
- Dreamweaver CS3 for Windows and Mac: Visual Quickstart Guide- ISBN 0321503023

Suggested Books

- The Zen of CSS Design , Dave Shea, Molly E Hlozslag . ISBN: 0321303474

Attendance: Attendance in class is required. Students are required to be present in class for the entire duration of the class period. Any work that is missed due to an absence must be made up the by the following class period. Missing class does not excuse you from turning in projects on time. It is up to you to get your work to me on time. **More than 3 unexcused absences will lower your final grade one full letter grade. Additional absences may further lower your grade.**

Tardiness: Class starts on time. Repeated tardiness will be accrued as absences and will affect your participation grade.

Project due dates: project dates will be announced for every

assignment. **Late assignments** will be graded down up to 10 points for each class it is late. Missing critiques will negatively affect your grade.

Behavior:

- Engaging in illegal behavior using the studio equipment will result in permanent removal from the facility.
- Students are expected to conduct themselves in a courteous and professional manner at all times.
- Beepers and cell phones are to be turned off during class time.
- You are solely responsible for backing up all of your work. Losing your work due to lack of backup is not acceptable. You are responsible for verifying all disks you turn in. Blank or damaged disks cannot be graded and will affect your grade.
- You are liable for any equipment you break.
- Do not operate equipment, use tools or materials until you have instructed in their use.

Intellectual Integrity is expected of all students. Plagiarism is unacceptable and will result in a zero as well as disciplinary action. "intellectual ownership" should be respected at all times. See the Oswego policy at http://www.oswego.edu/administration/registrar/policy_text.html#cpii

Critiques: each major project will have 2 critiques. **The first will be one week after the assignment is given** and will focus on getting early feedback on ideas. The second critique will be **one week before the project is due. There will be no "final" class critique.** Instead, there will be presentation and opportunity to give feedback on your blog. **YOUR PREPARATION for these critiques will DEEPLY AFFECT YOUR GRADE.**

Grading criteria:

A: (100-90) Outstanding, dedicated effort, extremely successful work- both in concept and execution. Turned in on time. Sets a standard for other students.

B: (89-80) Good to very good work exhibiting understanding of subject matter, Better than average performance with some evidence of going beyond the basic requirements.

C: (79-70) acceptable work. Assignment shows some potential, but is not (conceptual or technically) carried through fully. Average effort.

D: (69-60) Poor or incomplete work. Minimal effort, marginal understanding.

E: (59 and below) Unacceptable work.. Incomplete or lacking understanding of material.

Supplies:

- Datebook/calendar
- CD-R , Jumpdrive or external firewire harddrive
- cd's to turn in major projects (with cases). (iPods have proven unreliable for backing up data!)
- sheet sketch pad, pencil, eraser
- inexpensive colored markers
- 3 ring binder with notebook dividers
- suggested: web space and domain

Fees: \$50 lab fee; 10-20\$ print fee (optional)

Grade allocation:

•Participation / self direction/ professionalism. Students are expected to be in class and take part in all discussions and critiques. An "A" student will show evidence of self-direction and intellectual curiosity in solving problems and will actively participate in discussions and critiques. An "A" student sincerely challenges themselves on all projects and activities -10%

• Daily assignments, tutorials, exercises, quizzes, participation in class upkeep of blog -15%

• Projects 75%

Common Criteria for turning in projects: all projects must be turned in on cd with your name , class, and project clearly marked on the cd. URL should be marked on the cd as well. Electronic files should be turned in a with all files appropriate for viewing (not archives unless specified). An alias of your URL should be placed on the cd as well.

Cd should be placed in a case with a DESIGNED cover which reflects the project. All projects must be accompanied by a Process Book including flowcharts, sketches and ALL notes (including hours spent), research info for the project. Turn in a bw screen capture (one page) showing a few pages from your project. A one-page evaluation paper should be included unless otherwise specified. All material should be turned in bound together in a folder.

Disabilities: If you have a disabling condition which may interfere with your success in this class, please contact the Disabled Student Services (DSS), 210 Swetman Hall, x 3358. Additionally, please see me privately to discuss your accommodations.

Projects

Project 1 (YOU: the interface): (20%)

Project 3 (the writing assignment): Research paper or creative writing using CSS (original content) (30%)

Project 4 (eCommerce): group project (25%)

317 TENTATIVE SCHEDULE/ homework

for more detailed info, check the class calendar at http://ical.mac.com/carathompson/web_design. See due dates on calendar.

week 1 (no class week of Jan 24)

week 2 course intro
intro: Basic html.
HOMEWORK: sketches for project 1.
Read over HTML: CH 1,2

week 3 intro: more html, optimization, web safe color.
intro to html/ file structure/ directories/uploading/ftp.
exercise: optimizing for web/ navigation and organization.
Intro to DW, site management, code view, uploading

week 4 DUE: html and optimization exercise. (uploaded)
Image size on the web.
Grids, sketching in ImageReady/ Fireworks, slicing.
Exercise: slicing and tables.

CRITIQUE: sketches for project 1

HOMEWORK: read Dreamweaver ch 1-3

week 5 CSS layout and design.
CSS exercise.
Workweek for project one.

week 6 CRITIQUE: Project One.
Intro to project 2.

week 7 Project One Due
Project Two Assigned.
typography on the web.
HOMEWORK : content for project 2

week 8 copyright issues and the WWW. Writing for the web.
CRITIQUE: sketches for project 2.

week 9 non-fetch uploading

week 10 SPRING BREAK!

week 11 web 2.0.What is it? What does it mean for the future?
CRITIQUE: PROJECT 2.

week 12 DUE: PROJECT 2.
Project 3 intro and group assignments

week 13 working within a team. Strategies for success. Working with templates.
targeting your audience. Group assignments/mentor assignments.

CRITIQUE: Project 3 sketches.

HOMEWORK: critical analysis: eCommerce Site. design brief, "contract".

week 14 Work week.

week 15 preparing the pitch

week 16 CRITIQUE: Project 3

FINALS WEEK: group pitches