

Web Design

introduction

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The intent of this course is to provide an advanced knowledge of contemporary web design principles that can be applied to producing intelligent web sites and other media applications.

Projects in the course will be based upon real-world scenarios, thereby providing students with portfolio-quality work. Therefore, much thought and time should be placed into your work. The course will offer the opportunity to use many aspects of your creative talents as well as help you explore new ones.

materials

Suggested text:

Macromedia® Dreamweaver® MX 2004: Hands-On Training

By Garo Green, Lynda Weinman

Publisher: Peachpit Press; Bk&CD-Rom edition (December 22, 2003)

ISBN: 0-321-20297-X

CD-R/RWs and/or pin drives – to save your work on. Save your work frequently and periodically archive backups onto a second storage medium. CD-Rs will be used to turn in projects if a class network folder is unavailable.

Sadly, storage devices can and do get corrupted. You are responsible for work lost because backups were not made (i.e., if your file gets corrupted while you are working). Completed work must be turned in, even if it means starting over.

fees

No fees will be assessed for this course.

lab policies

The graphics lab is to be used by students taking classes in the Art Department who require computer facility use. You must sign in with the lab monitor in order to enter the computer lab. **No food or drink is permitted in the computer labs.** Watch for signs posting each semester's lab hours. The lab is available during the day when no classes are in session in the lab. Please be courteous and honor lab hours.

If you need assistance with computers in the lab – such as if the computer bombs or if you have trouble printing – see the lab monitor. **The job of the lab monitor does not include helping you complete your assignment. If you have questions regarding your assignments, schedule an appointment to see me outside of class for extra assistance.**

academic honesty

All work submitted in this class is expected to be your own. **Tracing artwork or duplicating layouts may violate the owner's copyright and is prohibited in this class.** You will receive a failing grade in the class if you represent the work of others – professionals or students – as your own.

All work submitted in this class is expected to be completed during this semester, for this class. Completed projects produced for other classes, jobs or internships will not be accepted as any part of an assignment.

Using copyrighted photographs, clip art, audio, video, or other materials as part of your assignments is also prohibited. This includes images obtained online for which you have not obtained permission to use. Such material may only be used if permission is provided **in writing** prior to the due date of the assignment. You must submit this permission notice along with your assignment when it is turned in.

attendance

Attendance is required and roll will be taken at each class. If you must miss class for a legitimate reason, you need to notify me adequately in advance. You are responsible for any material you miss during your absence. **Two unexcused absences will lower your final grade one letter; three will result in automatic failure of the course.**

Legitimate reasons include family death; personal illness, with a note from your doctor or the student health center; family illness; job/internship interview; and college-sanctioned activities.

assignments

Please keep in mind that aesthetic value is of the utmost importance in these projects. You will have multi-stage assignments and exercises for this class. These deadlines, like any other in real-world situations, are absolute. Late assignments will automatically receive a failing grade unless an extension is requested in advance and granted. Each of your assignments must be ready to be turned in at the beginning of class on the assigned due date.

You will receive a grade and a critique for each assignment to assist you in improving your work for future assignments. To improve your grade on individual assignments, you may resubmit a revised version along with a copy of the original. Your grade for the assignment will be the average of the grades for the original and the revised assignments. You are required to turn in all of the assignments as a final portfolio for the class.

factors for success

Working in advance of deadlines.

Ask questions and seek feedback both in and out of class.

Take advantage of open lab time to work.

Sketch out ideas and **research** different approaches before executing assignments.

Use your resources creatively.

Avoid missing class; pay close attention during class.

following directions

Follow the instructions provided for each class assignment and exercise. Failure to do so will result in a deduction in the grade for each assignment. If you are unclear about the instructions for an assignment, please address the issue in class or contact me in a timely manner so that I can make sure that you understand the assignment.

students with special needs

Any student needing accommodations due to a documented disability should notify the instructor and the Academic Resource Center (Andrews Hall, Third Floor, 376-4700) at the beginning of the semester for further instructions.

grading

This is a professional skills class. As such, the expectations are high and your work will be graded according to professional standards. Expect the standards to rise with each assignment. You are responsible for all material discussed in class as well as prerequisites for this class. Each grade for your class assignments will be evaluated on its technical execution, creative approach, communication value, and information packaging. These are described as the following:

Technical

Your skill in using traditional media and/or computer software to produce the assignment.

Creative

Your ability to present the project in a unique and visually interesting manner.

Communication

Your ability to verbally articulate the reasons behind your work during critique; and the communicative value of your approach for each assignment.

Professionalism

Includes your attitude toward your class work, critiques, and revisions; class attendance; attention and participation in class; and meeting assignment deadlines. Poor performance in any of these areas will result in point deductions in this area.

The final grade will be calculated using the following percentages:

Assignments 60%; Exams 20%; Professionalism 20%

Grades will be assigned according to the grading percentage scale published in the College Catalog.

topics to be covered

The following is a working list of topics for each week during the semester. These topics may fluctuate, depending upon the class's progress.

MAC vs Windows

HTML vs DreamWeaver

Workflow/Project Management

Concept to Creation

- PhotoShop slicing/Layout
- Creative design/Problem solving through design

HTML Construction/Deconstruction

DHTML, XML, XHTML, etc. overview

File / Folder Management

Typography

- Creating and Formatting Text/Alignment/Color/Special Characters
- Lists (3 types)

CSS

- Media types
- Classes and selectors
- Links/ Import

Images

- Getting graphics web-ready/Attributes

Linking

- Relative vs Absolute/File/Email/Anchors
- Image Maps

Tables

- Border/Color/Alignment/Element Positioning
- Nested Tables
- Effects (Rounded corners, percentages)

Frames/Iframes

JavaScript

- Rollovers
- DOM (Document Object Model)

Forms

PHP/MySQL/eCommerce & beyond

assignments and exams

The following are assignments scheduled for this class. Due dates for each assignment will be announced when the assignment is given. Dates are subject to change based on class progress.

There will be two written/project examinations, three projects, and a one written technology- or design-related paper in this course, based on class progress.