

Web Design II

This advanced course covers graphic design concepts and technologies. Concentration will be placed on theories of interactivity, and the use of multimedia computer applications to design interactive web media. Each student will be responsible for purchasing, creating and posting their own web site in order to receive course credit.

ART450 Interactive Web Design (3.0 Units)

Class Meets

11:00- 1:20pm on Monday & Wednesday, Location: LW

Holidays

Martin Luther King Jr. Day (No Classes) Jan 21, President's Day (No Classes) Feb 18, Spring Break (No Classes) Mar 3-7 & Easter Recess (No Classes) Mar 20-24

Important Dates

Last Day to Add 16-Week Classes January 18,
Last Day to Drop 16-Week Classes March 25.

Final Exam

Monday May 5th.

Prerequisites

Art 315

Grading

Assignmentss: 100 points each, Final Project: 200 points each
Quizzes:100 points each

Rec. Course Textbook

Don't Make Me Think by Steve Krug, New Riders, Berkeley, CA 2006;
ISBN: 0-321-34475-8

Mandatory Materials

Purchase URL, and subscription to ISP.

Cheating and Plagiarism:

You may not directly copy existing design work. It is essential to your professional success that the work in your portfolio be your own. Ideally every illustration, photograph, written text and graphic design should be your own original work. Should you use an illustration or photograph that is not your own you must secure permission from the author of the work and credit them in the portfolio.

Attendance

Consistent attendance will be critical to your success in our class. Students absent from the first class meeting will be dropped. As stated in the catalog every student is expected to attend each meeting of all

Give
Good
Site

classes for which he/she is registered, to arrive on time, and to stay the full class period. You are expected to arrive on time with all your materials ready to work. I will administratively drop any student with 3 un-excused absences. If an emergency arises you must send us an email prior to our class meeting. There is a list of criteria in the catalog for excused absences. Any student accumulating absences of 6% of the total hours that our class is scheduled to meet will be dropped. Due to the intensity of portfolio class daily attendance is essential.

Tardiness

Tardiness is defined as being 10 minutes late, leaving class early, taking extended breaks or not addressing yourself to the business of the class. Don't write letters or work on other projects during our class time. The first three tardies will count as an absence. It is possible to be dropped from our course for excessive tardiness. You are responsible for all material covered in class so get notes and relevant material.

Academic Accommodations

Students with verified disabilities who require academic accommodations should notify the instructor in the first two weeks of class.

Student Conduct

No student may interfere with a student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated.

If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the School Dean.

Library books and Equipment:

Treat the copiers, computers and graphic design books with great care. Don't cut them and be very careful with these books as many are old and fragile.

Due Dates and Late Work:

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

The instructor of this course reserves the right to modify this outline and change the schedule. This course combines lecture on design method with practicum lab experience.

Grading

Student performance will be evaluated based upon the following criteria:

- Class Participation: 10%
- Motivational Effort: 10%
- Projects/Quizzes: 80%

Guest Speaker(s) and Event(s)

To be announced

Reading assignments and Pop-Quizzes on Textbook Reading

To be announced

One Website

Part 1	Research
Part 2	Style Guide
Part 3	Information Architecture
Part 4	Design
Part 5	Development
Part 6	Usability Testing
Part 7	Launch

Week 1 | Introduction & Research

Introduction and Overview of Course. Review of student responsibilities, syllabus, and overview. Introduction to vocabulary, introduction to the course content.

Monday Quiz: Take-home Blog Design assignment using supplied materials. Due Monday.

Lab: Domain Name Registration, ISP Selection

Wednesday Assignment: Research Assignment.

Week 2 | Logo Development for Web

Critique: Blog Sites

Lab: Software Review.

Lesson: Understanding the importance of branding for consistency. Review online examples of excellence in branding; discuss what makes a great identity. What are the components of an identity system? How does research play an important role in creating a brand? Logo design and development.

Assignment: 1. Logo Thumbnails. 2. Screen shots of existing site, if any. 3. Begin image bank.

Week 3 | Logo Design

No Class Monday: Martin Luther King Day

Critique: Hand-Drawn logo thumbnails.

Assignment: Logo Designs Round 1: 3 versions

Week 4 | Web Style Guide

Critique: Logo Designs Round 1: 3 versions

Lab: Style Guide Creation, Start Flash

Assignment: Site Style Guide-4 pages minimum

Week 5 | Placeholder Page, Site Set-up

Critique: Site Style Guide-4 pages minimum

Lab: Creating and Posting a Placeholder/Under Construction Page on your new site.

Assignment: Placeholder Page, Final Style Guide

Week 6 | Information Architecture: Site Map

Lab: Creating a Site-Map.

Lesson: Home Page and Sub Page Navigation. Planning Usable Navigation Online.

Assignment: Site Map

Week 7 | Information Architecture: Wireframes

No Class Monday: President's Day

Lab: Creating Wire-Frames.

Lesson: Wireframes and User experience models. Web site usability and planning.

Assignment: Site Wire Frames

Week 8 | User Experience

Critique: Information Architecture

Assignment: Final Information Architecture

Week 9 | Spring Break

No Class: Spring Break

Week 10 | Asset Preparation for Web Design

Lab: Using Photoshop or Illustrator to visualize the site con't.

Assignment: Design 3 distinct Homepage Versions in Photoshop or Illustrator according to your proposed style guide and I.A. (.psd or .ai). (Wireframes must be present on bottom layer.)

Week 11 | Home Page Design

Critique: 3 Homepage Designs

Lab: Home Page Design Refinement

Assignment: Homepage Design Round 2

Week 12 | Secondary Page Design

No Class Monday: Easter

Extra Credit: 50pts each

1. Attend any design event announced during class>>

Save ticket stub and type a one page description of event for credit.

Critique: Homepage Design Round 2

Lab: Secondary Page Design

Assignment: Secondary Page Design Round One

Week 13 | Secondary Page Design

Critique: Secondary Page Designs

Assignment: Secondary Page Design Round Two

Week 14 | Site Creation

Critique: Secondary Page Design Round Two

Assignment: Home Page and Navigation in Flash.

Week 15-16 | Site Development

Lab: Development in Flash

Assignment: Development in Flash

Week 17 | Usability Testing

Lab: Usability Testing, Continued Development in Flash

Assignment: Post Final Site

Week 18 | Final Exam

Lab: Final Project

Assignment: Presentation of Final Web Site Online, 10 pages minimum. All Buttons and navigation must work.

