

Introduction to Web Design – CDGD318-02

Massachusetts College of Art and Design — Spring 2011 Syllabus (revised 2/22/11)

Class Sessions: Thursdays, 6:30pm – 9:30pm in Room T-306

Instructor: Camilo Ramirez

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Class Meetings:

Unless cancelled, class meets on Thursdays on the following 13 dates:

1/27, 2/3, 2/10, 2/17, 2/24, 3/3, 3/17, 3/24, 3/31, 4/7, 4/14, 4/21, 4/28

Course Description:

Learn web design from the ground up by creating your own website! Students start by clarifying the goals for their site, and in doing that learn common web production processes including basic HTML, page layouts, site-maps, interface elements in Photoshop (such as web-optimized images, buttons, and titles), and techniques to smooth the workflow (Templates, Cascading Style Sheets (CSS), etc.). Designs are fleshed out using students' own text and images, and the site, complete with links, is assembled in Dreamweaver.

Prerequisites: Photoshop or Illustrator, or the written permission of the instructor.

Text Books and Materials:

Required:

- An email address
- Web hosting service of your own choosing
- A domain name of your own choosing
- Any form of portable media that you can use to easily store and retrieve your work
- Dreamweaver CS5: The Missing Manual by David Sawyer McFarland

Highly Recommended:

- CSS: The Missing Manual by David Sawyer McFarland
- Adobe CS5 Software Suite

Class Attendance:

Attendance is required and expected of you.

Absences are unacceptable, 3 absences will result in automatically failing the course.

Tardies are unacceptable, 2 tardies equals one absence.

Leaving class early equals one tardy.

Class Project:

There will be 1 major project in this course; a website that will be created using Dreamweaver and published online. Students will be asked to provide all content and graphics for their own projects. Failure to provide text or images for your own project will significantly lower your grade in the course. Please be prepared!

Grading:

<u>Production:</u> Deadlines & Deliverables	25%
<u>Quality:</u> Design, Navigation & Functionality	25%
<u>In-Class Assignments:</u> only if finished in-class	30%
<u>Participation:</u> Presenting & Critique Feedback	20%

*Please Note: The following schedule is subject to change at my discretion. If you miss a class, it is your responsibility to find out from your classmates what, if any, changes to the schedule have been made. Unless you receive an exemption from me, you will be responsible upon returning to class for both the current weeks assignments, as well as the assignments for the week you missed.

Course Schedule:

- #1 1/27 Introduction to the course, Email list & photos, Review syllabus
Introduction to HTML and Web Concepts
Review Web Resources and discuss Assignment due next class
- Homework:*
- Email Communication Test*
 - Obtain all required course materials except hosting & domain.*
 - Begin researching hosting & domains*
 - Write website Proposal and print 2 copies.*
 - Read “Casting the Net” and “Tim Berners-Lee” articles.*
- #2 2/3 Introduction to XHTML and Dreamweaver,
Table based Layouts: past & present use. Intro to Div layouts
Creating a Sitemap & Wireframe Prototype
- Homework:*
- Create a sitemap for your website and print 2 copies.*
 - Create a wireframe that matches your sitemap.*
 - Begin collecting and creating text, images, and graphics for your site.*
 - Read “The Content Strategist as Digital Curator” by Erin Scime*
- #3 2/10 Basics of Interface Design and Navigation
Graphics and Imaging for the Web (Raster vs Vector, Resolution, File types, Hex color)
Introduction to CSS, Sketching design concepts
Individual meetings / Work on your Graphics and Sketches
- Homework:*
- Read “Where Am I?” article by Derek Powazek*
 - Make concept sketches for your site design/interface, make 2 copies*
 - Along with your sketches, also bring your copies of the written web proposal and sitemap. Be prepared to present to the class.*
- #4 2/17 **Class Presentations of Site Proposal, Sitemap and Sketches**
- Homework:*
- Purchase your hosting and domain name.*
 - Read “The Details that Matter” by Kevin Potts*
 - Revise your proposal, sitemap, and sketches as per the class discussion*
- #5 2/24 Building a CSS Layout Pt.1 (PT Alpha)
- Homework:*
- Print and bring all info & emails related to your web-host and domain-name registrar, including passwords, I.P. addresses, etc.*
 - Continue to collect or create text, images, and graphics for your site.*
 - Finalize your proposal/sitemap/sketches & wireframe (print 2 copies).*
 - Read “Separation: The Web Designer’s Dilemma” by Michael Cohen*
- #6 3/3 Building a CSS Layout Pt.2 (PT Alpha), External Style Sheets, Back-end Server terminology
Turn in Final Site Plan & Wireframe / Individual Meetings (reviewing your Final Plan)
- Homework:*
- Begin Working on CSS prototypes for each major section of your site*
 - Read “Sketching in Code: The Magic of Prototyping” by David Verba*
 - Fill out your Hosting/Domain Worksheet*

3/10 No Class - Spring Break!

- #7 3/17 Introduction to Dreamweaver Templates
Individual meetings / Flesh-out your website content
- Homework:*
- Create Templates for your site based on your finished CSS prototypes.
 - Create HTML child-pages for your site based on your Templates and according to your sitemap.
 - Finish collecting and preparing content for your website
- #8 3/24 Configuring purchased Domains and hosts.
Using your Hosting Worksheet to setting up FTP and Publish in Dreamweaver.
Individual meetings
- Homework:*
- Configure your Domain name to work with your Web host
 - Test and practice FTP connections, uploads and downloads to/from web server
 - Complete and publish your website for Presentation next week.
 - Type up a list of questions you encounter, print and turn in next class
- #9 3/31 Turn in Printed Questions
Group viewing of First-Draft Websites: Design Aesthetics and Functionality
- Homework:*
- Refine your website according to our discussion in class
- #10 4/7 Intro to Floated Layouts, CSS only Navbar
CSS Editors, Firefox plugins, answer your Printed Questions
Individual meetings
- Homework:*
- If it makes sense for your site, refine your layout into a floated one
 - Continue to flesh out your website
- #11 4/14 Email Addresses / Strategies for protecting email addresses. / Forms
Flash in Dreamweaver, Favicons,
Individual Meetings
- Homework:*
- Add a form to your site if necessary
 - Create a favicon for your site
 - If it makes sense, add add a flash element to your site
 - Email any pending questions for next week's class
- #12 4/21 Dynamic Websites, Content Management Systems (CMS)
Search Engine Optimization (SEO), Lightbox & other alternatives, Browser Market Shares,
Hosting Backends, Debugging, Browser Inconsistencies & Fixes
Q&A Session / Individual Meetings / Final Polishing of your site
- Complete and Publish your website: Final Presentation next week
- #13 4/28 **Group Presentation of Final websites**
Course Evaluations, Usability Testing, Debugging