

CDGC-318-02: Introduction to Web Design (3 cr.)

Massachusetts College of Art and Design – Syllabus: Fall 2012 (revised 9/13/12)

Class sessions: Thursdays 6:00pm – 9:00pm

Room: T-306

Camilo Ramirez:

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Class Meetings:

Unless cancelled, class meets on the following dates:

9/13, 9/20, 9/27, 10/4, 10/11, 10/18, 10/25, 11/1, 11/8, 11/15, 11/29, 12/6, 12/13

Course Description:

This practical beginner course teaches web design from the ground up. Over the course of the semester, students will create their own website following industry standard design and production processes. Students will learn to identify site needs and audiences, organize content, use Adobe Photoshop to create a site design, code their website in HTML5 and CSS3, and publish it online.

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

Class Project and Expectations:

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. Students should expect to spend time outside of class for readings, research and development of the website. Please be prepared!

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
- HTML & CSS: Design and Build Websites by Jon Duckett. ISBN# 978-1118008188

Recommended:

- CSS The Missing Manual, by David Sawyer McFarland
- CSS Mastery: Advanced Web Standards Solutions by Andy Budd, Cameron Moll & Simon Collison
- Adobe CS6 Software Suite

Mobile Devices:

The use of mobile devices (such as cell or smart-phones) in class is strictly prohibited. Under no circumstances should you ever make or answer phone calls during class. Text messaging, web browsing, even checking the screen on your device is prohibited. Your phone should be turned off and put away when you enter the classroom.

Grading and Standards:

Detailed evaluations will be completed for each major assignment. Students will be graded using a standard A through F scale on **4 categories** which will be averaged into one Overall Grade for the course, also A through F:

Production: Deadlines & Deliverables	25%
Quality: Design, Navigation & Functionality	25%
In-Class Assignments: Only if finished in-class	30%
Participation: Active participation in Critiques and Presentations	20%
OVERALL GRADE: Production + Quality + In-Class + Participation	100%

Various assignments throughout the semester will earn you scores in one or more of the four categories listed above as appropriate to the individual assignment. Major grades are earned on Presentation/Critique days. When presenting your work and critiquing you will earn a grade under three categories: Production, Participation & Quality, thus missing a critique will significantly lower your Overall Grade. Students are encouraged to ask about their grade or request further clarification on grading policies if necessary.

Poor attendance and tardies can also negatively impact your Overall Grade as stated in the next section.

Attendance:

Even if you are absent, your work is still due on the due date. You should make arrangements to deliver the work before class on the due date. If you are absent, it is your responsibility to find out what you've missed and turn in any pending work. Late work will only earn minimal credit.

1 Absence	No Grade Penalty
2 Absences	Course Grade can not be higher than B+
3 Absences	Automatic F (Course Failure)
1 Early Departure	½ of an Absence
1 Tardy	½ of an Absence
Coming to Class Unprepared	1 Absence

Disability Statement:

The faculty, staff, and administration of Massachusetts College of Art and Design are committed to fostering the academic, personal, and professional growth of our students. We are especially committed to ensuring that students with documented disabilities, as defined under the Americans with Disabilities Amendments Act of 2008 (ADAAA), are provided equal access to all campus resources and opportunities.

Federal guidelines require that a college student age 18 or over who wishes to request accommodations under the ADA-AA by self-identifying with the institution. Self-identification refers to the act of an adult voluntarily disclosing to an institution the fact that he or she has a documented disability and is requesting protection under the ADA-AA. This is the first step in applying for disability-related accommodations. Parents, guardians, former guidance counselors, and clinicians cannot self-identify for a college student over the age of 18. He/she must self-identify on his/her own. Students bring the self-identification form, along with documentation of a disability, to the college's Academic Resource Center on the 5th floor of the tower Building.

For more information please visit:

http://inside.massart.edu/Academic_Resources/Teaching_and_Learning/Academic_Resource_Center/Equal_Access.html

Course Schedule:

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.

- #1 9/13 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:*
- Read “Casting the Net” & “Tim Berners-Lee” articles;
Duckett - pgs.3-10, 453-460, 487-488 & Ch. 1 & 2
 - Email Communication Test
 - Obtain all required course materials except hosting & domain.
 - Begin researching hosting & domains
 - Write website Proposal and print for next class.
- #2 9/20 Introduction to HTML5 and Dreamweaver,
Table based Layouts: past use. Intro to DIV/CSS based layouts.
Creating a Sitemap & Wireframe Prototype
- Homework:*
- Read “The Content Strategist as Digital Curator” by Erin Scime;
Duckett - pgs.461-464 & Ch. 3 & 4
 - Create a sitemap for your website and print for next class.
 - Create a wireframe that matches your sitemap.
 - Begin collecting and creating text, images, and graphics for your site.
- #3 9/27 Basics of Interface Design and Navigation
Graphics and Imaging for the Web (Raster vs Vector, Resolution, File types, Hex color)
Introduction to CSS coding, Blueprint PSD Layout Template, Sketching design concepts
Individual meetings / Work on your Graphics and Sketches
- Homework:*
- Read “Where Am I?” article by Derek Powazek;
Duckett - pgs 465-474 & Ch. 5 & 11
 - Make concept sketches for your site design/interface and print for next class.
 - Along with your sketches, also bring your written web proposal and sitemap.
 - Be prepared to present to the class.
- #4 10/4 **Class Presentations of Site Proposal, Sitemap and Sketches**
- Homework:*
- Read “The Details that Matter” by Kevin Potts;
Duckett - pgs.264-276 & Ch. 8 & 10
 - Purchase your hosting and domain name.
 - Revise your proposal, sitemap, and sketches as per the class discussion, **DUE class #5**
- #5 10/11 Building a CSS Layout Pt.1 (PT Alpha), Blueprint CSS, CSS Editors & Alternative IDE’s
- Homework:*
- Read “Separation: The Web Designer’s Dilemma” by Michael Cohen;
Duckett - pgs 330-336, 348-356 & Ch. 13 & 15
 - 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).
 - Begin setup work on your website, (folders, blueprint setup, 1 page of semantic content).

- #6 10/18 **Turn in Final Site Plan & Wireframe**, Building a CSS Layout Pt.2 (PT Alpha), External Style Sheets, Browser Developer Tools, Browser Plugins, Back-end Server terminology, Individual Meetings (Hosting questions & reviewing your Final Plan)
- Homework:*
- Read “Sketching in Code: The Magic of Prototyping” by David Verba; Duckett - pgs 489-490 Ch. 16 & 17
 - Begin Working on CSS prototypes for each major section of your site
 - Fill out your Hosting/Domain Worksheet
- #7 10/25 Introduction to Templates, Individual meetings/Create templates for your website
- Homework:*
- Read Duckett - pgs 489-490 Ch. 9 & 19
 - Finish Templates for your site based on your finished CSS prototypes.
 - Finish collecting and preparing content for your website
 - Begin creating HTML child-pages for your site based on your Templates and according to your sitemap.
- #8 11/1 Configuring purchased Domains and hosts. Using your Hosting Worksheet for FTP publishing. Uploading a sample (Under Construction) html page. 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 next week’s presentation/critique.
 - Type up and print your 3 most pressing questions for next class.
- #9 11/8 **Group viewing of First-Draft Websites:** Design Aesthetics and Functionality
- Homework:*
- Refine your website according to our discussion in class.
- #10 11/15 CSS only Navbar, Intro to JQuery & Lightbox Image galleries, Favicons, Individual meetings
- Homework:*
- Read Duckett - Chapter 9
 - Continue working on your website
 - Create a favicon for your site
- 11/22 **No Class - Thanksgiving**
- Homework:*
- Read Duckett - pgs 341-347
- #11 11/29 Email Addresses / Strategies for protecting email addresses. / Forms Flash vs HTML5 primer, Individual Meetings
- Homework:*
- Add a form to your site if necessary
 - Email any pending questions for next week’s class
 - Complete and Publish your website
- #12 12/6 Dynamic Websites, Content Management Systems (CMS), Search Engine Optimization (SEO) Browser Market Shares, Hosting Backends, Debugging, Browser Inconsistencies & Fixes Q&A Session, Individual Meetings / Final Polishing of your site
- Homework:*
- Polish your website: Final Presentation next week
- #13 12/13 **Group Presentation of Final websites**
Course Evaluations, Usability Testing, Next Steps