Massachusetts College of Art and Design

Introduction to Web Design – CDGD318-02 (3 credit)
Syllabus – Fall 2009 (revised 9/15/09)

Instructor: Camilo Ramirez
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Class Meetings:

Room - Tower 306
Time – 6pm to 9:30pm
Dates – Class meets on Wednesdays on the following 12 dates:
9/16, 9/23, 9/30, 10/7, 10/14, 10/21, 10/28, 11/4, 11/18, 12/2, 12/9, 12/16

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
Highly Recommended:
• Dreamweaver CS4: The Missing Manual by David Sawyer McFarland
• CSS: The Missing Manual by David Sawyer McFarland
• Adobe CS4 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.

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:

Website – Production	25%
Website – Design/Navigation	25%
In-Class Assignments	30%
Presentations & Participation	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   9/16   Introduction to the course, Email list
                Review syllabus
                Introduction to HTML and Web Concepts
                Review Web Resources and discuss Assignment due next class

                Assignments: •*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   9/23   Introduction to XHTML and Dreamweaver,
                Table based Layouts: past & present use.
                Intro to Div layouts
                Creating a Sitemap & Wireframe Prototype

                Assignments: •*Create a sitemap for your website and print 2 copies.*
                                   •*Create a wireframe that matches your sitemap.*
                                   •*Collect or create text, images, and graphics for your site.*

#3   9/30   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

                Assignments: •*Sketch 3 concepts for your site design/interface, make 2 copies of each.*
                                   •*Along with your sketches, also bring your copies of the written web
                                    proposal and sitemap.* *Be prepared to present to the class.*
                                   •*Read "Where Am I?" article by Derek Powazek*

#4   10/7   **Class Presentations of Site Proposal, Sitemap and Sketches**

                Assignments: •*Purchase your hosting and domain name.*
                                   •*Read "The Details that Matter" by Kevin Potts*
                                   •*Revise your proposal, sitemap, or sketches as per the class discussion*
                                   •*Collect or create text, images, and graphics for your site.*

#5   10/14   Building a CSS Layout Pt.1 (PT Alpha)

                Assignment: •*Print and bring all info & emails related to your web-host and
                                    domain-name registrar, including passwords, I.P. addresses, etc.*
                                   •*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   10/21   Building a CSS Layout Pt.2 (PT Alpha), External Style Sheets
Introduction to Dreamweaver Templates
Back-end Server terminology, configuring Domains and hosts.
Turn in Final Site Plan & Wireframe / Individual Meetings (reviewing your Final Plan)
Fill out your hosting worksheet.

Assignment: •*Fill out your Hosting/Domain worksheet*
•*Read "The Discipline of Content Strategy" by Kristina Halvorson*

#7   10/28   Intro to Templates
Review Hosting Worksheet / Setting up FTP and Publishing in Dreamweaver.
Individual meetings / Flesh-out your site content, answer questions from your list

Assignment: •*Create Templates for your site.*
•*Create pages for your site based on your Templates and according to your sitemap.*
•*Complete and publish your website for Presentation next week.*
•*Type up a list of any questions you have for next class*

#8   11/4   Turn in Printed Questions
Group viewing of First-Draft Websites
Design Aesthetics and Functionality

Assignment: •*Refine your website according to our discussion in class*

11/11   Veteran's Day - No Class

#9   11/18   Email Addresses / Strategies for protecting email addresses
Flash in Dreamweaver, Favicons, CSS Editors, Firefox plugins
Individual meetings

Assignment: •*Create a favicon for your site*
•*If it makes sense, add one flash element to your site*

11/25   Thanksgiving Break - No Class

#10   11/18   Intro to Floated Layouts, CSS only Navbar
Group discussion of commonly asked questions
Individual Meetings / Final Polishing of your site

Assignment: •*Add a form to your site if necessary*
•*Email any pending questions for next week's class*

#11   12/2   Vistiting Artist,
Forms, Spry Effects and Behaviors, Search Engine Optimization (SEO)
Course Evaluations, Debugging, Browser Market Shares, Hosting Backends
Q&A Session / Individual Meetings

Assignment: •*Complete and Publish your website:*
Final Presentation next week

#12   12/9   **Group Presentation of Final websites**
Usability Testing, Debugging