

Massachusetts College of Art

Web Design – DE306 C2 (3 credit)

Syllabus – Fall 2007 (revised 9/9/07)

Instructor: Camilo Ramirez
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Class Meetings:

Room - Tower 306

Time – 6pm to 9:30pm

Dates – Class meets on Thursdays on the following 12 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

Course Description:

In this project-based class, learn web design starting with the basics. Layout page design ideas, make the elements (images, buttons, titles) in Photoshop, and then create the site in Dreamweaver. Start with the basics of HTML, make a page layout with links and design any kind of page you can imagine. Learn the structure of tables, and then nested tables, navigation techniques, including frames, image maps, even drop-down menus. We will also take a look at animated GIF files and have a short demo on Flash. Then students will explore techniques to make workflow smoother, like templates and cascading style sheets. By semester's end, each student will have created one complete web site.

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

Text Books and Materials:

Required:

- An email address
- Web hosting service
- A domain name of your own choosing
- Any form of portable media that you can use to easily store and retrieve your work

Recommended:

- Dreamweaver CS3: The Missing Manual by David Sawyer McFarland

Class Attendance:

Attendance is required and expected of you.

Absences are unacceptable, 3 absences will mean failing the course

Tardies are unacceptable, 2 tardies equals one absence

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 – Technical	30%
Website – Design/Navigation	30%
Weekly Assignments	20%
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:

- 9/13 Introduction to the course
Review syllabus
Introduction to HTML and Web Concepts
Review Web Resources and discuss Assignment due next class
Email Communication Test
- Assignments:*
- Obtain required course materials except hosting & domain.
 - Write website Proposal and print 2 copies.
 - Read “Casting the Net” and “Tim Berners-Lee” articles.
- 9/20 Introduction to XHTML and Dreamweaver
Creating a sitemap
- Assignments:*
- Obtain your hosting and domain name.
 - Create a sitemap for your website and print 2 copies.
 - Collect or create text, images, and graphics for your site.
- 9/27 Basics of Interface Design and Navigation
Graphics and Imaging for the Web
Sketching design concepts
Individual meetings / Work on your Graphics and/or Sketches
- Assignments:*
- Sketch 3 concepts 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.
- 10/4 Class Presentations of Site Proposal, Sitemap and Sketches
Introduction to CSS
- Assignments:*
- Revise your proposal, sitemap, or sketches as per the class discussion
 - Begin constructing pages with CSS based on your revisions
- 10/11 Introduction to Dreamweaver Templates
External CSS & Advanced CSS Techniques
Individual Meetings / Work on your first Template
- Assignment:*
- Create your first Main Template.
 - Create and external CSS files and attach to the template
 - Print and bring all info related to your web-host and domain-name registrar, including passwords, I.P. addresses, etc.

- 10/18 Nested Templates
Creating Pages derived from Templates
Individual Meetings / Create Nested Templates, DNS setup for hosting/domain
- Assignment:*
- Create any needed nested Templates based on the site proposal
 - Create pages for your site based on the correct Templates and according to your sitemap.
 - Write a list of any questions you have for next class
- 10/25 Setting up FTP and Publishing in Dreamweaver
Individual meetings / Flesh-out your site content, answer questions from your list
- Assignment:*
- Complete and publish your website for First-Draft Presentation next week.
- 11/1 Group viewing of First-Draft Websites
Design Aesthetics and Functionality
Usability Testing
- Assignment:*
- Refine your website according to our discussion in class
- 11/8 Introduction to Flash
Individual meetings
- Assignment:*
- Where it makes sense, add one flash element to your site
- 11/15 Forms
Spry Effects and Behaviors
- Assignment:*
- Add a form and/or to your site
- 11/22 **No Class – Thanksgiving break**
- Assignment:*
- Continue refining and testing your site
 - Email me any questions you may have for next class
- 11/29 Group discussion of commonly asked questions
Individual Meetings / Final Polishing of your site
- Assignment:*
- Complete and Publish your website for Final Presentation next week
- 12/6 Group Presentation of Final websites