

# Introduction to Web Design – CDGD318-01

Massachusetts College of Art and Design — Fall 2010 Syllabus (revised 1/26/10)

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

**Instructor:** Camilo Ramirez

**Email:** [camilo.ramirez@massart.edu](mailto:camilo.ramirez@massart.edu)

**Website:** [www.camramirez.com/teaching.htm](http://www.camramirez.com/teaching.htm)

## Class Meetings:

Unless cancelled, class meets on Tuesdays on the following 12 dates:

1/26, 2/2, 2/9, 2/16, 2/23, 3/9, 3/16, 3/23, 3/30, 4/6, 4/13, 4/20

## 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 CS4: The Missing Manual by David Sawyer McFarland

### Highly Recommended:

- 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.

## 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     1/26     Introduction to the course, Email list & photos, 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     2/2     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.*
  - Begin collecting text, images, and graphics for your site.*
  - Read “The Content Strategist as Digital Curator” by Erin Scime*
- #3     2/9     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:*
- Read “Where Am I?” article by Derek Powazek*
  - 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.*
- #4     2/16     **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*
  - Continue collecting or creating text, images, and graphics for your site.*
- #5     2/23     Building a CSS Layout Pt.1 (PT Alpha)
- Assignment:*
- Read “Separation: The Web Designer’s Dilemma” by Michael Cohen*
  - 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)*
- 3/2     Spring Break - No Class**

- #6 3/9 Building a CSS Layout Pt.2 (PT Alpha), External Style Sheets  
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
  - Configure your Domain Name to work with your Web Host
  - Test and practice FTP connections, uploads & downloads to/from server
  - Finish collecting and preparing content for your website
  - Begin Working on CSS prototypes for each major section of your site
  - Read “Sketching in Code: The Magic of Prototyping” by David Verba
- #7 3/16 Introduction to Dreamweaver 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 based on last week’s previous CSS pages.
  - Create HTML child-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 questions you encounter, turn in next class
- #8 3/23 Turn in Printed Questions  
**Group viewing of First-Draft Websites**  
Design Aesthetics and Functionality
- Assignment:*
- Refine your website according to our discussion in class
- #9 3/30 Intro to Floated Layouts, CSS only Navbar  
CSS Editors, Firefox plugins, Group discussion of commonly asked questions  
Individual Meetings
- Assignment:*
- If it makes sense for your site, refine your layout into a floated one
  - Continue to flesh out your website
- #10 4/6 Email Addresses / Strategies for protecting email addresses, Forms  
Flash in Dreamweaver, Favicons, Q&A Session  
Individual meetings
- Assignment:*
- Create a favicon for your site
  - Add a form to your site if necessary
  - If it makes sense, add one flash element to your site
- #11 4/13 Visiting Artist?, Content Management Systems (CMS)  
Spry Effects and Behaviors, Search Engine Optimization (SEO),  
Debugging, Browser Market Shares, Hosting Backends  
Final Polishing of your site / Individual Meetings
- Assignment:*
- Complete and Publish your website:  
Final Presentation next week
- #12 4/20 **Group Presentation of Final websites**  
Course Evaluations, Usability Testing, Debugging