

Web Design, ART 430

Fall 2003 | Professor: Patrick Hogan | 917.312.9673 | phogan2@yahoo.com

Course Description:

An advanced design course designed to explore the field of design for the World Wide Web. Students will learn how to design websites using various software and programming solutions. Presentation design will take advantage of the nature of hypertext and the non-linear structure of online information. Students will learn the theory, practice and solutions of online challenges, such as digital imaging, 2-D animation, image maps, tables and frames for page design and interactivity for the web environment. Technical aspects of site design such as modem speeds, browser capability, and color management will be covered. Design topics will allow students to explore design strategies, usability and structuring information in hypertext environments.

General Aim of the Course:

You will be using Photoshop and Hyper-Text Mark-up Language to produce the initial projects. Once you gain proficiency in HTML, Macromedia's Dreamweaver will be introduced. We will also be using BBEdit, Imageready, and if time permits, Flash. This course assumes proficiency in Photoshop, and Illustrator; both of these programs are essential for creating a professional site. The aim of the course is to familiarize you with the design process and design issues as they relate to online environments. You will research and explore formats and techniques that are currently being used. Specifically, this course is designed to allow you an opportunity to work with the web as a design environment and an art environment. You will master the HTML language as it relates to such issues as creating pages, scripting hot links, and learning to control image size and document size. In addition, we will cover such topics as tables for page formatting, creating client-side image maps, gif animations, and the organization of both site structure and text information.

Specific Objectives of the Course:

- * To expand your knowledge of internet design and develop the skills and techniques of designing with HTML.
- * To use the internet as a creative environment.
- * To explore ways in which computers are changing the communication field and the profession of graphic design and the art experience.
- * To further develop your design sensibility and expand your awareness of current trends in the electronic world of the internet.
- * To provide students with a comprehensive overview of Internet presentation.
- * To familiarize students with the hypertext structure integral to Internet presentation.
- * To explore the temporal effect of real-time, additive color and monitor previewing in the web design environment.
- * To familiarize students with tag structure and the HTML language for display.
- * To further students' knowledge of image editing.
- * To expose students to presentation both as design and art.
- * To develop presentations that integrate multimedia.
- * To familiarize students with the information and communication resources of the

Internet.

- * To explore the venue for Internet design: education, entertainment, artistic, corporate and scientific purposes.

- * To introduce students to the terminology associated with Internet presentation.

Instructional Procedures

EXERCISES Scripting is the basic building block of Internet design language. Exercises explain Internet scripting language, tag structure, and parsing. Class exercises are a regular part of the class session and help students learn and integrate new information.

LECTURES The "graphical" Internet, the web, has had enormous social, economic, and aesthetic consequences for communication. Lectures explore the potential, and the impact of this new medium on communication. Technical innovation and constraints on design will be discussed. This environment has many similarities to print communication but there are also many differences. Discussions will help students develop a sensitivity to the unique qualities of the WWW and a better understanding of the structure of communication in this new medium.

PROJECTS Design Projects are used to encourage students to explore the many design options in the virtual environment. Projects will integrate new knowledge and aesthetic sensibility into the students design vocabulary. During the semester students will be given three site design projects. These projects will take three to five weeks to complete and should represent research, scripting skills, creativity and familiarity with the Internet design environment. The projects should be fully conceptualized and formally presented as a site.

CRITIQUES Each of the student projects produced during the semester will be critiqued by the class and by the instructor to assess concept, technique and aesthetic merit. Students will be given the opportunity to explore evolving ideas with the instructor during informal discussion of their work.

Basic Requirements for Completion of the Course:

You must complete all assignments in a professional manner and ON DEADLINE. Late projects will be dropped a full letter grade. Class critiques are an IMPORTANT part of developing an aesthetic sensibility and improving verbal skill both of which are crucial in the professional world. You are therefore expected to participate in all class discussions and critiques.

Attendance and Grading Policy:

Attendance is taken at the beginning of each class. Attendance will be considered when determining the final course grade. If you are absent for a class you are required to get the assignment from a classmate and come to the following class prepared. You will have one week from your absence to make up missed work. Grades will be based on completion and quality of work, participation in critiques and discussions and attendance.

More about my attendance

- * Attendance is required.

- * More than three excused absences will lower your final grade by one grade. After

two absences you will have a hard time catching up.

* Four or more absences will require you to withdraw from class or receive a failing grade. If there is another section of the same class, you may make up your absence there.

* If you leave early or leave class for an extended period without being excused by me you will be marked absent for the class.

Grade Policy

* You are responsible for work missed. Contact another classmate or you can contact me during office hours to review missed lessons or assignments. Work handed in after the due date because of absences will be down graded.

* All assignments must be finished and handed in at the end of the semester to receive a passing grade for this course.

* All assignments must be handed in by the deadline in order to receive a grade. I may ask for preliminary layouts, reference material, and reports in addition to finished work.

* During this semester, you will be assigned a web site address and will learn the ability to upload your files to a server. All finished assignments must be presented online at the end of the semester for an overall web design preview of assignments and grade.

Criteria for Grading:

70% for finished projects and presentation of your project during critiques. This includes your ideas, research and the professional quality of the finished project.

30% for class participation, preparedness, teamwork..

Supplies:

Iomega Zip disks. All of your assignments should be saved on your disk and eventually uploaded. If you save them on the lab's computers, you do so at your own risk

Books:

Dreamweaver 4.0. Visual A Quickstart Guide, Tarin Towers.

Don't Make Me Think, A Common Sense Approach to Web Usability. Steve Krug

Both books have been ordered for you in our bookstore, and you can also find them online or at other Barnes and Nobles throughout the area.

EVALUATION MEASURES FOR DETERMINING STUDENTS GRADES

Attendance is required. All assignments must be finished and presented by the end of the semester to receive a passing grade for this course.

60% for design projects, there will be three. Design projects incorporate concepts and skills covered in class.

25% for class participation. Each class is used to instruct students in a new concept, impart technical information, teach software skills, compare web design to print design, discuss the special characteristics of this new design environment.

10% for design exercises.

5% for written assignment.

EVALUATION MEASURES FOR DETERMINING STUDENTS GRADES

* Students will be graded on projects, class exercises, knowledge of scripting language, initiative in learning and integrating new information and participation in discussions.

* Projects will be graded on aesthetic merit, appropriate style, design structure, conceptualization, formal presentation and use of the communication medium for expression.

* Attendance is necessary.

