

Summer 2008

ART 35 : Web Design (ART 35 / 71 : 11386)

Instructor : Jill Carrico

Room : H214 M / W 6:00-7:50

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Office Hours : By Appointment

Handouts : <http://portal.bristol.mass.edu>

■ Course Description

This course introduces students to the process of creating a Web site, with an overview of organizational issues, marketing concerns, navigation, typography on the Web, and other design considerations. It uses industry-standard imaging software and graphical interface-based Web design software such as Adobe Photoshop and Dreamweaver. The course uses lectures, software demonstrations, exploration and analysis of existing Web sites, hands-on exercises, and projects to enable students to acquire the basic skills and knowledge to create Web pages for the World Wide Web. Terms offered: Spring

Pre- or co-requisite: ART 39 recommended, or previous Photoshop experience.

Hybrid Class / Distance Learning [3 hour on-line per week]

The distance-learning portion of this course will include readings and commentaries, exploration of design principles, as well as on-line peer critiques of work-in-progress. Students will be asked to post distance learning homework for grading by 11:59 pm, Sunday.

<http://portal.bristol.mass.edu>

Homework

Students should plan on 4-6 hours of homework outside of class each week.

■ Required Course Text

Sams Teach Yourself Adobe Creative Suite 3 All in One (Sams Teach Yourself) (Paperback) Authors: Mordy Golding (Author), John Ray (Author) , Publisher: Sams; 1 edition (October 4, 2007) 2007 / **ISBN-10:** 0672329344 \$23

Adobe Dreamweaver CS3 On Demand (Paperback) Authors: Andy Anderson (Author), Steve Johnson (Author), Perspection Inc. (Author) , Publisher: Que; 1 edition (August 31, 2007) / **ISBN-10:** 0789736934 \$26

■ Required Programs

Dreamweaver, Illustrator, Photoshop, text/word program

■ Technical Requirements

Scanner, Camera, Computer/Laptop, internet connection / e-mail

Course of Study

- Creative process
- Information Design
- Marketing Research
- Navigation Design
- Page Layout
- Typography on the Web
- Graphics on the Web
- Problem solving

Media / Technology

- Dreamweaver CS3
- Imageready/Fireworks
- HTML
- Illustrator
- Photoshop
- Printers
- Scanners
- Digital camera
- Resolution
- Color

Social / Ethical Issues

- Copyright law
- Connotation of imagery
- Oral presentation skills

Course Introduction

The World Wide Web is an exciting medium and there is a demand for people with the technical skills and design knowledge necessary to create successful communications using this medium. This hands-on course introduces students to the process of creating a Web site, with an overview of organizational issues, marketing concerns, navigation, typography on the Web, and other design considerations. Industry-standard imaging software and graphical user interface-based Web design software will be used, such as Adobe Photoshop and Dreamweaver. Through lectures, software demonstrations, exploration and analysis of existing Web sites, and hands-on exercises and projects, students acquire the basic skills and knowledge to create Web pages, which may then be posted on the World Wide Web.

Procedure / Process

Students will be introduced to the communication design process and will use this creative process as they work through the design and technical aspects of Web design.

Objectives

Students will be able to :

- 1) Define, identify, and develop concepts and composition possibilities in an analog realm.
- 2) Use Adobe Photoshop, Illustrator and Dreamweaver to create their web pages, which will then be posted on the Web.
- 3) Use various image input devices, such as scanning in their drawings, drawing with a Wacom Intuos tablet and taking digital photographs with a digital camera before using Adobe Photoshop and Imageready to manipulate and create graphics and make them Web-ready.
- 4) Understand the basics of web design and technical aspects of web design through written homework assignments and assigned technical assignments. Students will review the basics of the technology tools, Photoshop and Dreamweaver to guide them towards the completion of their final 2 assignments.

Students will have homework and online work due every week, as part of 2 major assignments for the semester. Students will work through the seven-stage design process, including research and analysis to production of a site, to final evaluation and reflection of the experience and final outcome. You will create 2 websites for this class: one will be an HTML "process" site, where you will document all your work for the class as a way to experiment and understand the various technical and design issues covered. The other site will be a 6 page design website based on a consumer product.

Required Course Materials

- Flash drive and/or CDs to save your work and to keep back-ups of your work
- Tracing Paper

■ Projects / Goals

Assignment 1 : HTML "Process" website [semester long]

Assignment 2 : 6 page "design" of box
[any product - for content purposes only]

Notebook

Process notebook (3-ring binder, with tabbed sections, pockets and plastic sleeve/s for disks). ALL project work must be in here; this includes project proposals, research, brainstorming, thumbnails, roughs, visuals, text, comps and anything else related to the project development, creation or completion. This must be presented throughout the semester for review by instructor as required. You must have a separate section for syllabus, handouts, assignments etc.

Teamwork

Most often, graphic design projects are performed within a studio, firm, or independently as a design freelancer. Sometimes projects require a large team of designers to complete a project, students should think of their fellow classmates as part of a team of designers. This means that students should rely heavily on the input and knowledge shared during the critique.

Critique

Critiques are held with the entire class and individually. In class we will discuss the design process and possible solutions for each project. Students will be asked to articulate themselves using a vocabulary appropriate for the course, while developing presentation skills. Critiques are meant to be thoughtful, engaging, and objective, and should be presented in a professional manner.

Bibliography

All source material used in this class requires a bibliography. Students should use the MLA format for bibliographies which is submitted as part of the final project. If you need assistance with MLA style guides, please visit the Writing Lab at BCC located in building K, room 119 or the Purdue web site at, [<http://owl.english.purdue.edu/owl>].

Additional Resources / Recommended Reading

Books

Build Your Own Web Site the Right Way Using HTML & CSS , Ian Lloyd, Sitepoint
2006 / ISBN: 978-0-9752402-9-8

Magazines / annual web issues

Wired
Dynamic Graphics

Late Work

Unless stated otherwise, all home-work assignments are due at the beginning of class on the due date; assignments turned-in after the beginning of class on the due date will be late and your grade will be reduced as follows:

- *Up to 2 days after due date:*
Grade reduced by one [1] full letter grade [example: was "A" maximum grade = B]
- *Up to 4 days after due date:*
Grade reduced by two [2] full letter grades [example: was "A" maximum grade = C]
- *More than 7 days after due date:* *Assignment automatically receives an F*

If you are absent on the day an assignment is due, you are expected to turn in your assignment when you return to class. Failure to do so will reduce your grade as described above.

Note

This is a process-oriented course; hard work and application throughout the process of each assignment will be weighed more heavily in the assignment grade than the final output. Excessive unexcused absences will lower the final semester grade as described in the Attendance Policy.

Grading

You will receive grades for each of your final projects. Your grades will be based on your process (i.e. your adherence to interim deadlines, your work habits, attitude, quality and quantity of work submitted for interim deadlines) attendance and your product (i.e. the final work presented). These grades will be averaged for your final semester grade.

Grading is based on

- (50%) • completion of all weekly work and final assignments on time
- (30%) • quality of weekly work and final projects in terms of effort (minimum required or above), thought, creativity, use of visual language, achieving communication goals and technical goals.
- (15%) • class participation, critiques, analysis of work given
- (5%) • professional attitude and work habits grading criteria

Grading Criteria

A excellent | Far exceeding assignment objectives, turns in all assignments, homework etc., on time, turns in outstanding work, goes beyond requirements given, positive attitude toward the class and classmates, verbally participates in discussion and critique, makes significant connections between readings, homework, lectures and projects. Consistently redoes work as needed to achieve highest standards.

B very good – good | Exceeds assignment objectives, turns in all assignments, homework etc., on time, always turns in very good to good work, goes somewhat beyond requirements given, positive attitude toward the class and classmates, verbally participates in discussion and critique, makes some connections between readings, homework, lectures and projects.

C average | Completes most assignments, homework etc., on time, turns in average work, meets requirements given, usually has a positive attitude toward the class and classmates, sometimes verbally participates in discussion and critique, does not make connections between readings, homework, lectures and projects.

D below average | Completes some assignments, homework etc., on time, turns in less than average work, does not meet requirements given, sometimes has a positive attitude toward the class and classmates, sometimes/rarely verbally participates in discussion and critique, makes no attempt to make connections between readings, homework, lectures and projects.

F failing | Completes few assignments, homework etc., on time, turns in less than average work, does not meet requirements given, sometimes/rarely has a positive attitude toward the class and classmates, rarely/never verbally participates in discussion and critique, makes no attempt to make connections between readings, homework, lectures and projects, does not meet basic requirements of the class.

Responsibility due dates, homework submission and work habits

As a student, it's your responsibility to remember due dates, homework, and materials for critique and in-class work. Work that is not submitted or presented at the beginning of class, or critiques, will be considered late [see late work]. It is critical that students understand the importance of homework in Web Design; it not only assists students with the design process, but guides in the successful completion of a digital portfolio piece.

TASC : Tutoring and Academic Support Center

The Tutoring and Academic Support Center (TASC), x2295, B110, offers tutoring in most BCC courses with a special emphasis on “learning how to learn.” Peer tutors staff this comprehensive tutoring center. Tutoring is also offered at the New Bedford Campus and Attleboro Center. All services are free to BCC students.

Disabilities Accommodations

Bristol Community College complies with the regulations of the Disabilities Act of 1990 and offers accommodations to qualified students with disabilities. It is your responsibility to notify me of your need for classroom accommodations. Accommodations are arranged through the Office of Disability Services/ODS, which will issue a confidential Disability Services Accommodation Form. This should be accomplished during the first two weeks of class. If you have any questions about this process please speak with me or contact ODS at x2955.

Plagiarism

Plagiarism will not be tolerated. Plagiarism is the copying of existing artwork, design, or written material. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else’s artwork in another medium or form. To deter students from plagiarism, documentation or bibliographies are required for all artistic material, images, and writing. Do not take the ideas someone else has worked hard to create or their composition, lighting, angle, technique, etc. If you are unsure of whether something is plagiarism, please check with the instructor in advance. Failure to abide by this rule will result in failing the course and could result in expulsion from the College.

Attendance Policy

See Attached

Design Lab Policies

Please follow BCC’s Policy for the Responsible Use of Information Technology [http://www.bristol.mass.edu/Students/its/responsible_use.cfm]

Classroom Policies

If you are unable to follow these few requests, I will ask that you leave the class:

- no animals or dependants
- no cell phones, please mute and take calls outside of the classroom during breaks
- no text messaging during class or you will be asked to leave
- BCC offers a wireless network, laptops are permitted, but not during lectures or critiques [make sure all your material is printed and ready for class.]

Projects / Goals : Visual Storytelling (small project development)

Assignment 1 : Process Site for homework

Assignment 2 : 6 Sided box website

Course Schedule / this is a living document and can change at any time

6/24

week 1 Introduction to web design
online

6/9-11

week 2 design document / audience
online begin process site

6/16-18

week 3 Images / linking 161-183
online

6/23-25

week 4 Navigation / design document 2
online

6/30-7/2

week 5 Flowchart
online

7/7-9

week 6 design thumbnails
online

7/14-16

week 7 storyboarding
online

7/21-23

week 8 begin design, illustrative, type work
online

7/28-30

week 9 begin building website
online

8/4-6

week 10 website design
online

8/11-13

week 11 FINAL