



ADV 2450

Web Design 1

Course Description

Maximum Credits: 2
Hours per week: 1 cl hr, 2 lab hrs

A required course for all Advertising Design and Graphic Arts students. Topics include creative user interface design and best workflow practice. Students will design a website using an XHTML template, and will develop design, typography and web programming skills. XHTML and CSS will be taught.

Prerequisites

ADV 2300 or department approval required

Instructor

S. Libby Clarke
Email: sclarke@citytech.cuny.edu
Office Hours (by appointment only): N1126, Thursday 10:30-11:30am

Course Objectives

INSTRUCTIONAL OBJECTIVES: For the successful completion of this course, students should be able to:	ASSESSMENT: Evaluation methods and criteria
Design the branding and style of a web site, with a consistent look-and-feel throughout.	Students will demonstrate competency by using graphics software to design multiple design options.
Introduction to HTML to create static web sites. Learn how CSS is used to properly format text on a page.	Students will demonstrate competency by cleaning up code by hand, and layout of type using CSS.
Use graphics in appropriate file formats, to create a unique and compelling website.	Students will demonstrate competency by slicing up a design file into appropriate optimized file formats and combine with CSS for a seamless design.
Learn about how web sites influence, and are influenced by the Internet, through the use of hypertext, and writing for organic traffic.	Students will display competency through implementation of a live web site they design, implement and manage.
Appropriate use of tables, and introduction of forms for user feedback.	Students will display competency through implementation of a table and form assignment.

Teaching/Learning Method

- Lectures
- Readings
- Demonstrations
- Assignments
- Tests and quizzes
- Class website

Required Text

Class website: <http://openlab.citytech.cuny.edu/clarkeadv2450>

Suggested Text

HTML & CSS by Jon Duckett

Required Hosting Provider

Kionic (<http://www.kionic.com>)

You will purchase a URL and host it at Kionic. Your cost: approximately \$40 for a year, depending on how you choose to pay. **You must have this service in order to participate in the class.**



Attendance (College) and Lateness (Department) Policies

A class roster roll will be taken at the beginning of each class. **Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).** Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 latenesses = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Grading	Attendance/Lab.....	30%
	Participation	10%
	Homework Assignments.....	20%
	Final Project (completed site).....	40%

Statement

I reserve the right to change the syllabus or grading formula as I see fit, given the composition and progress of the class. I will notify the class as to these changes in writing in a timely fashion.

Class Policies

1. No late work will be accepted. You must submit work by the beginning of class.
2. No Facebooking or texting during class. If you do, I reserve the right to eject you from class and give you an absense for the day.
3. Respect your classmates as you would be respected.
4. You will turn in homework to me email. Whe you address your email, please write the subject line as follows: **ADV 2450 [Your Name]**
5. Please use your City Tech email for all school business.



CLASS	LESSON	HOMEWORK
1	<p>Introduction</p> <p>How does the internet work?</p> <p>What is HTML and CSS?</p> <ul style="list-style-type: none"> • HTML Attributes • How do they work together? <p>What is JavaScript? What is Flash?</p> <p>Sitemaps & Wireframes</p> <p>Introduction to BBEdit</p> <p>Choosing and registering an URL (Video and reading)</p>	<p>Create sitemap and wireframes for your portfolio site. No need to go into design yet. You will turn in your sitemap and wireframes to me by the beginning of the next class.</p> <p>Go to kionic.com/cuny and purchase your URL.</p>
2	<p>Writing your first HTML and CSS</p> <ul style="list-style-type: none"> • Adding links • Building your first navigation system • Inline and block-level elements • Background images (introduction) <p>File, folder, and asset management</p> <ul style="list-style-type: none"> • Filepaths <p>The Box Model (Introduction)</p>	<p>Using the raw shell we developed in class, build out your site's pages.</p> <p>Upload your sites to your URL following the directions in class.</p> <p>Complete the exercises you find on the class website. Send them to me by the specified time</p>
3	<p>CSS in depth</p> <ul style="list-style-type: none"> • Text properties 	<p>Using the CSS skills you have now, style your site to the best of your ability</p>
4	<p>CSS in depth</p> <ul style="list-style-type: none"> • The Box Model • Classes and IDs • Positioning (Introduction) <p>Optimizing Images: jpegs, gifs, and pngs</p> <p>Color on the web</p> <p>Quiz 1</p>	<p>Add images and content to your site. Beware of creating too many divs!</p> <p>Complete the exercises you find on the class website. Send them to me by the specified time</p>
5	<p>CSS in depth:</p> <ul style="list-style-type: none"> • CSS3 and its capabilities • Rollover states and other wonders • Positioning, continued <p>SEO Basics</p>	<p>Using CSS3 techniques alone, add some style to your site. Fear not, this will not be the final look and feel for it!</p> <p>Optimize your site and its content for search engines.</p> <p>Complete the exercises you find on the class website. Send them to me by the specified time</p>
6	<p>Web Typography</p> <ul style="list-style-type: none"> • @font-face • ems, percentages • legal free fonts 	<p>Using the resources listed on the class website, find and implement a custom font on your site.</p> <p>Complete the exercises you find on the class website. Send them to me by the specified time</p>
7	<p>Designing for the Web</p> <ul style="list-style-type: none"> • Workflow • Setting up your files • Translating styles into code • Designing on the grid <p>Review for Midterm</p>	<p>Begin sketching 3 look and feels for your website. Send me jpegs of the 3 directions for feedback.</p>



CLASS	LESSON	HOMEWORK
8	MIDTERMS Translating sketches to code	Using your knowledge of CSS and HTML, design three look and feels for your site. Send me jpegs of the results. Do not plan to build in any functionality that would require Javascript or Flash. Keep this site simple, and concentrate on quality of coding. Study for the midterm
9	Translating sketches to code	Begin to add the final styling to your website. I will be checking to make sure you make progress.
10	Forms Tables Troubleshooting	Implement your styles and finesse your sites. Complete the exercises you find on the class website. Send them to me by the specified time
11	Finalizing your sites <ul style="list-style-type: none"> • Link checking • HTML Validation • CSS Validation • Checking your site on all browsers: Browsershots 	Finish implementing your styles.
12	Quiz 2 Group critique of sites Hooking your site up to Google Analytics Animated gifs	Complete any changes to your sites before turning them in for the final grade.
13	Troubleshooting your sites: Q & A Adding video and audio	Upload the final version of your site by the time specified
14	Review for Final Exam Final sites are due for grading	
15	FINAL EXAM	