ADV 2450 WEB DESIGN 1

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Office Hours by appointment: Tuesday 1:30 pm to 2:30 pm

COURSE DESCRIPTION:

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.
Over the semester, you will:
• Design and build an effective portofolio site
• Gain a solid foundation in current markup languages and applications.
• Explore industry standards in layout design and functionality
• Upload a fully operational site to a personal URL

Research:

A large emphasis will be placed on awareness of the design world by observing the principles of design in our community: books, publications, web sources, museums and graphic art organizations. Students are expected to gather refence materials for all their projects and are encouraged to use the library resources. http://library.citytech.cuny.edu

STUDENT LEARNING OUTCOME:

A student passes this course when s/he:
1. Displays working knowledge of HTML and how it functions. Also has learned how the internet generally operates and can use this knowledge to better strategize in designing.
2. Is able to hand code rudimentary web pages: links, styles, images, meta tags
3. Has created and purchased relevant URL and is able to ftp to it using Dreamweaver
4. Understands image optimization for the web
5. Understands and can compose CSS (style sheets)
6. Shows proficiently in creating usable, well-crafted web designs in Photoshop, then transferring and coding them with Dreamweaver
7. Has successfully created a gallery using Lightbox
8. Has created and published a working contact form
9. Has published a fully operational portfolio site and knows how to use the admin panel of their ISP account (tracking traffic, esp.)

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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 lateness = 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 POLICY (ALSO SEE CLASS RUBRIC)
10% PARTICIPATION
Speaking up in class, pressenting your work in critique, and taking part in online class questions are counted for this part of your grade.
20% HOMEWORK ASSIGNMENTS
All homework assignments are due the following class meeting unless otherwise indicated
40% EXAM (10% QUIZZES, 15% MIDTERM, 15% FINAL EXAM)
30% FINAL PROJECT

Recommended Text:
HTML and CSS: Design and Build Websites 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 at all.

CLASS LESSON HOMEWORK
SECTION ONE: GETTING STARTED

CLASS	HOMEWORK
1 Welcome to the class, go over class policies How does the internet work? What is a URL? • Register and host a URL using Kionic What does an Interaction Designer do? What are the career options in the field? Designing for the Web Good & Bad Web Design	Choose an available, relevant URL Go to Kionic to register your URL Get your URL hosted by Kionic as well
2 Set up your email and upload your first HTML page • Go over the Kionic admin panel Introduction to Dreamweaver • Interface Introduction to HTML • Create welcome page • Modify welcome page • Add images and links Upload page with DW FTP	Modify welcome page using DW Bring in images to add to your welcome page **Research example website for inspiration:** www.creativehotlist.com www.coroflot.com www.netdiver.net/portfolio Compose design statement about yourself (welcome page for website) Sketch look and feel

SECTION TWO: DESIGNING YOUR SITE

CLASS	HOMEWORK
3 Stages of Web Design Site Architecture Creating a Site Design with Photoshop HTML Continued • Format Resume Add Pages and Navigation • Style text, part 2	Continue sketch look and feel of site Complete site map and wireframes of all pages for site Start to organize design projects for portofolio Complete CSS exercises Prepare for Quiz 1
4 Finer Points of Design Introduction to CSS • Styling text, part 1 • The Box Model • Inheritance • Cascade • Change color scheme using css **QUIZ 1**	Create several color schemes for your intro page using http://colorschemedesigner.com/ Complete CSS exercises from class

SECTION THREE: BUILDING YOUR SITE

CLASS	HOMEWORK
5 SHORT CLASS CRITIQUE OF SKETCHES SO FAR **Refine your Styling according to PSD sketches** CSS Continued • Positioning • Advanced Techniques **Add Pages and Navigation to your website** • Background images for pages and divs • Add navigation using a unordered list	Add pages to site, including proper navigation Style your resume using CSS Post resume to site
6 Slice your Photoshop files up for your website • Image optimization	Designs for each page type due Start applying styles to site from files

SECTION FOUR: ADDING ADDITIONAL FUNCTIONALITY

CLASS	HOMEWORK
7 Other Navigation Techniques • CSS Rollovers **Create a gallery of thumbnails** • Apply HTML/CSS	Site development: Add and fill in your gallery Continue applying styles to site from files Prepare for MIDTERM EXAM
8 MIDTERM - Written Test PRESENT WEB SITE: Group Critique	
9 Add a gallery • Lightbox	Designs for each page type due Site development: Add and fill in your gallery Continue applying styles to site from files
10 Create a form	Site development: Create and add contact form to personal site Prepare for Quiz 2
11 SEO Optimization - Meta-tags Accessibility **QUIZ 2**	Optimize site for search engines Set up Google Analytics Continue working on forms
12 Testing your site **Animated GIFs** Video Sound	Create a banner ad for your site Animate your site using flash
13 **Finalize Video/Sound**	QA the site
14 WEB SITES DUE	Group Critique · FINAL PRESENTATION Prepare for FINAL EXAM
15 FINAL EXAM	

WEB REFERENCES:
http://www.csszengarden.com
http://www.htmldog.com
http://css.maxdesign.com.au/listamatic/
http://www.alistapart.com
http://www.webmonkey.com/
http://www.w3.org/WAI
http://validator.w3.org/