



Syllabus

ADV 2450 WEB DESIGN 1

Department of Advertising Design & Graphic Arts

Room: Namm N-1101

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Site: <https://openlab.citytech.cuny.edu/rodriguezadv2450f2014/>

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. (X)HTML and CSS will be taught.

Over the semester, you will:

- Design and build an effective portfolio 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 reference 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 text editor
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 text editor
7. Has been introduced to and created a working animation



Syllabus

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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)

15% PARTICIPATION

Speaking up in class, presenting your work in critique, and taking part in online class questions are counted for this part of your grade.

15% HOMEWORK ASSIGNMENTS

All homework assignments are due the following class meeting unless otherwise indicated. They will be posted on the class site.

30% EXAM (15% MIDTERM, 15% QUIZES(2))

40% FINAL PROJECT



Syllabus

Recommended Text:

HTML & CSS, Design and Build Websites by Jon Duckett, Wiley & Sons, Inc., 2011
 Learning Web Design: A Beginner's Guide to (X)HTML, Style Sheets, and Web Graphics
 by Jennifer Niederst Robbins, Sebastopol, CA: O'Reilly Media, Inc., 2007

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
SECTION ONE: GETTING STARTED	
1	<p>Welcome to the class, go over class policies</p> <p>How Does the Internet work?</p> <p>What is a URL?</p> <ul style="list-style-type: none"> • Register and host a URL using Kionic <p>What does an Interaction Designer do? What are the career options in the field?</p> <p>Designing for the web: Good and Bad Web Design</p> <p>Introduction to Text Wrangler</p> <ul style="list-style-type: none"> • Interface
2	<p>Set up your email and upload your first HTML page</p> <ul style="list-style-type: none"> • Go over the Kionic admin panel Upload Welcome Page with DW FTP <p>Introduction to (X)HTML</p> <ul style="list-style-type: none"> • Create welcome page • Modify welcome page • Add images and links • Upload page using FTP



SECTION TWO: DESIGNING YOUR SITE	
3	Principles of Web Design Designing for the Web Stages of Web Design Site Architecture and Wireframes Introduction to (X)HTML (Continued) <ul style="list-style-type: none">• Add pages• navigation Creating a Site Design with Photoshop - grids
4	Introduction to CSS <ul style="list-style-type: none">• Styling text
5	QUIZ #1 Introduction to CSS <ul style="list-style-type: none">• The Box Model• Inheritance• Cascade• Fixed Layout
6	SHORT CLASS CRITIQUE OF SKETCHES SO FAR Refine your Styling according to PSD sketches CSS Continued <ul style="list-style-type: none">• Positioning Add Pages and Navigation to your website <ul style="list-style-type: none">• Add navigation using a unordered list (Vertical & Horizontal)
7 &8	Slice your Photoshop files up for your website <ul style="list-style-type: none">• Image optimization
SECTION FOUR: ADDING ADDITIONAL FUNCTIONALITY	
9	MIDTERM - Programming Test
10	Create a gallery of thumbnails <ul style="list-style-type: none">• Apply HTML/CSS Background images for pages and divs
11	Create a form
12	SEO Optimization - Meta-tags Accessibility
13	QUIZ #2 What's Next?
14	Finalize site - Lab time
15	Final Sites Due

* Lesson Outline - Outline maybe adjusted as the semester progresses. Students will be notified.