ADV 2450 Web Design 1
Fall 2014
Friday 8:30 am - 11:00 am
Office Hours Friday 11:00 am -12:00 pm

Professor - Natasha Marcano Dillon
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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.

Student Learning Outcome

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

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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= 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).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.
Evaluation of Final Grade	**10% 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. **20% HOMEWORK ASSIGNMENTS** All homework assignments are due the following class meeting unless otherwise indicated **30% EXAM (15% MIDTERM, 15% FINAL EXAM)** **40% FINAL PROJECT (Portfolio site)**
Recommended Readings	*HTML & CSS, Design and Build Websites* by Jon Duckett, Wiley & Sons, Inc., 2011
Required Hosting	Kionic - http://www.kionic.com You will purchase a **URL (domain name)** 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.**