

ART 4926C-01
Web Design I
(Media Workshop: Aud-Vis Op)
Fall 2008

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Course Syllabus

General Information

Meetings: Tuesday, Thursday 3:30 – 6:00
Classroom: FAB 320A
Prerequisite: GRA 2190C – Graphic Design I (Intro to Graphic Design)

Course Description and Objectives

This course is an introduction to web design through the use of the Adobe Dreamweaver CS3 software. This software tool is a wonderful way to learn web design by incorporating both visual and intuitive methods along with the option to view and manually manipulate the underlying HTML code. Additionally, Dreamweaver CS3 integrates well with PhotoShop, Illustrator, Flash, Fireworks, etc. for a complete web design environment.

As this is an art course, we will be looking at creative approaches to web design that are facilitated through a good working knowledge of technical skills. In learning the specific techniques to good design, you will be incorporating your own aesthetics and artistic abilities through graphics and other imagery, design layout, and content. Projects will progress from acquired-content to self-guided sites that will be about meeting your own goals of having exposure on the web.

This course has a steady and heavy workload throughout the semester – through regular in-class assignments, a quiz, and multiple individual and group website projects. Make note of the class schedule and late policy. If you have conflicts or a course load that might keep you from meeting these expectations and deadlines, I suggest you wait to take this class when you can devote the time to it. Web design can (and will) take up a lot of your time, so be forewarned. Expect to spend at least 8-10 hours per week outside of class time.

A major component of the class is participation (attendance, discussion, readings, writings, presentations, and personal exploration). We will all be sharing our sites through the FSU Art Department's server, which will allow for viewing each other's work, learning and advancing skills together, and critiquing one another's work for continual improvement. In particular, when it comes to project critique days, we will all participate in discussing what works well, what doesn't work well, and suggestions for making the sites better. I view this component as essential, because working on the web is about creating appeal to as large an audience as possible.

It is also my hope that each of you will attain your individual goals in developing web skills, whatever those may be. For some, this may be as simple as creating a single on-line portfolio. For others, it may mean preparing for future careers in web design or in graphic or art production that will be used on the web. Paramount to all of these goals is learning the basic skills of web design and the fundamentals of how the web works.

Projects, Assignments, and Quizzes

We will produce three web site projects during this course. These will progress from a simple single-page design, to a multi-page narrative project created with a group, and finally a portfolio of your work. Additionally, there will be four in-class/homework assignments incorporated for practicing specific techniques. A quiz will be given to test your knowledge of web terminology, techniques, and Dreamweaver tools and functions – from topics covered in class, in readings, or in the book.

Grading

You will be expected to attend all classes, complete all projects and assignments, and participate fully in classroom discussion. I have a very strict late policy, so make special note of the project due-dates outlined below.

<u>Grading Scale:</u>	
93-100 A	Expect no more than 25% of the class to receive an A
90-92 A-	Late projects will lose one letter grade if not presented during class critiques (uploaded to your web server account by the beginning of class), and one additional letter grade for each DAY (not class) late – that’s TWO letter grades if turned in the following day after it is due. Have your projects ready on time!
87-89 B+	
83-86 B	
80-82 B-	
77-79 C+	
73-76 C	
70-72 C-	
60-69 D	
< 60 F	Grades are not subject to negotiation.

Your score will consist of 3 projects (each worth 20%); 4 assignments (each worth 5%); 1 quiz worth 10%; and a participation score of 10%. For the projects, 1/3 of the score will come from satisfactorily completing the requirements outlined, and 2/3 will be based on creativity, good use of skills learned, and overall interest and usability of the pages you create. In-class/homework assignments will only be scored for properly using the techniques involved – as long as you do the work, you’ll get the points! **Late projects are penalized severely, as noted above.**

A special note for you artist-types (isn’t that all of you?): **Spelling counts!** Because a web search will not find your page if words are spelled incorrectly, you will need to pay attention to spelling in your content and code. Dreamweaver (and PhotoShop) includes a built-in spell-checker – **use it!** I also encourage you to have a “proofing partner” so that you can double-check each other’s sites and pages before turning them in.

Attendance and Participation

Attendance and participation is essential to academic success. Therefore, I include attendance and participation in my grading. Missing class will cause you to quickly fall behind on the materials and techniques. And I see participation in class discussions and critiques as providing the wonderful benefit of peer-to-peer learning. Each student will give a short presentation to the class on an aspect of using Dreamweaver.

Whereas participation is a factored percentage of your overall grade, attendance has the ability to raise or lower your final grade from your calculated score. Poor attendance will result in a lowering of your overall grade, but I will also reward good attendance with bonus points, as follows:

- If you do not miss a single class during the entire semester, 4 points will be added to your overall grade (that’s almost half a letter grade!)
- If you miss only one class, 2 points will be added to your overall grade
- Missing up to three classes is acceptable and will result in no penalty
- Every class missed beyond three will result in a drop of one letter grade (10 points)
- Additionally, three late arrivals to or early departures from class count as an absence

Excused absences are absences none-the-less – I make no differentiation. I have no qualms about failing you for poor attendance. This policy is not flexible, so be in class and be on time!

Required Text

McFarland, David Sawyer. Dreamweaver CS3: The Missing Manual. Pogue Press, 2007.
(*This book is available at the FSU Bookstore, Bill's Bookstore, as well as many area retail and on-line distributors.*)

Other readings will be provided during the semester, including on-line readings, downloadable PDFs, and handouts.

Suggested Supplementary Texts

Weinman, Lynda. Designing Web Graphics.4. New Riders, 2003.
(*Although a bit old, this book is still an excellent introduction to all things web – graphics, colors, formatting, the various file types, etc.*)

Books on Cascading Style Sheets – the best way to style your web pages:

Clarke, Andy. Transcending CSS: the fine art of web design. New Riders, 2007.
(*This book has many style ideas, with pictures and examples. Although not a definitive guide to all CSS properties, it gives a great introduction to the ones you will use most.*)

Bartlett, Kynn. Sams Teach Yourself CSS in 24 Hours. Sams Publishing, 2002.
(*All of the core CSS properties presented in 24 chapters of 1-hour lessons.*)

Meyer, Eric A. CSS: The Definitive Guide, Third Edition. O'Reilly Media, 2007.
(*This truly is a definitive guide to all things CSS, although admittedly a little bit technical. A great guide to have handy when working out CSS issues on your computer, but beware if you don't like computerese.*)

Supplies Needed

A mini flash drive or portable hard-drive (USB, 512 MB or greater)

Email/ Cell Phone Policy

You are required to regularly check your email account, as this is where outside-of-class updates and notices will be sent (I will have you provide me with your preferred email address; if you generally use a different email account than your FSU account, I recommend setting your FSU email to forward to whichever email provider you prefer). You will be responsible for all information and updates pertaining to the class sent to you via email. Therefore, check your email often. I generally check my email 3 or more times per day, so this is also the best way to contact me.

Cell phones are both a blessing and a curse. The number I have provided above is for my mobile (and only) phone, so please do not call me late at night or on the weekends expecting to just "leave a message". Generally, I prefer you contact me via email. For your own cell phones, I don't want to see or hear them during class. You won't see me making or answering phone calls (or text messaging) in class, so pay your fellow students and me the same respect – **turn it off or silence it!**

If your phone rings during class or I see you using it, I will ask you to leave and mark you absent for that class. Or you can accept the alternative punishment of bringing treats for the <i>entire</i> class during our next meeting.

Resources

I will be maintaining a class website through which we will share resources (readings, links of interest, announcements, etc.). This main site will also be used for easy access to each student's individual site to facilitate sharing your work with each other. Additionally, a BlackBoard account exists for this course to facilitate email contact between everyone. Log in to your campus.fsu.edu account to access the BlackBoard site.

Class Schedule

Date	Topics	For the next class
Tuesday 26 Aug.	Introduction. Course requirements. Navigating and understanding the web. Terminology and acronyms.	Buy text book and supplies; Read “How to make your web page sing”; Research best and worst sites (2 each)
Thursday 28 Aug.	What makes a good website? Ease of navigation, readability, interest....	Read pp 1-38, 49 (intro & chapter.1)
Tuesday 2 Sept.	Setting up your web account. Preparing Dreamweaver and your “site management”. Building your first page (Test Drive pp 38-63). The importance of previewing.	Read pp 65-83 (c.2), 199-219 (c.6); Find or make up a recipe to bring to class, along with images to go with it
Thursday 4 Sept.	Adding text and images to your page. In-class Art Student Cookbook assignment.	Finish <i>Art Student Cookbook assignment</i> ; Read pp 85-111 (c.3), pp 113-139 (c.4); Collect content for <i>Awesome Movie project</i>
Tuesday 9 Sept.	Uploading the Art Student Cookbook. Text formatting: paragraphs, headlines, lists. Character formatting. Styles intro. Creating and modifying styles.	Read 153-184 (c.5), pp 219-238 (c.6); Work on <i>Awesome Movie project</i>
Thursday 11 Sept.	Adding internal and external links. Adding a menu for multi-page navigation. More on styling text and images.	Read “Browser Safe Fonts”; Read pp 247-266 (c.7); Work on <i>Awesome Movie project</i>
Tuesday 16 Sept.	Page Layout – tables. Styling tables for page design.	Finish <i>Awesome Movie project</i>
Thursday 18 Sept.	Awesome Movie project critique	Collect images by your favorite artist; Brainstorm ideas for <i>A Shared Narrative</i>
Tuesday 23 Sept.	Building an artwork gallery with tables. In-class Favorite Artist assignment (take 1) . Partners assigned for <i>A Shared Narrative</i> .	Read pp 283-307 (c.8); Finish <i>Favorite Artist assignment</i> ; Collect images for A Shared Narrative by Tuesday 30 September.
Thursday 25 Sept.	Cascading Style Sheets, managing your styles, internal/external style sheets.	Start working on your <i>A Shared Narrative project</i>
Tuesday 30 Sept.	More on CSS. In-class External Style Sheet assignment. (Swap images for <i>A Shared Narrative</i> with your group.)	Read pp 309-351 (c.9); Finish <i>External Style Sheet assignment</i>
Thursday 2 Oct.	Using CSS for layout and page design. Carrying a single design through your site.	Prepare for Quiz ; Reread pp 309-351 (c.9); Work on <i>A Shared Narrative project</i>
Tuesday 7 Oct.	QUIZ. More on CSS for layout and design.	Read pp 499-537 (c.13); Continue working on <i>A Shared Narrative project</i>
Thursday 9 Oct.	Dreamweaver Behaviors for an interactive website.	Continue working on <i>A Shared Narrative project</i>
Tuesday 14 Oct.	In-class workday, <i>A Shared Narrative project</i> .	Finish <i>A Shared Narrative project</i>
Thursday 16 Oct.	A Shared Narrative project critique.	Read pp 457-497 (c.12)
Tuesday 21 Oct.	More on Dreamweaver Behaviors. Introduction to Spry effects.	Think about your <i>portfolio</i> site ideas; Research other portfolio sites on the web (have 2 links for class discussion on 23rd)
Thursday 23 Oct.	Look at artist and other portfolio websites, brainstorm ideas.	Reread pp 525-529

Date	Topics	For the next class
Tuesday 28 Oct.	Creating a roll-over gallery. <i>Favorite Artist assignment (take 2).</i>	Read pp 555-581 (c.15); Finish <i>Favorite Artist assignment</i>
Thursday 30 Oct.	Site management and structure. Begin work on <i>Personal Portfolio</i> .	Work on <i>Personal Portfolio</i>
Tuesday 4 Nov.	Taking a look at the underlying HTML. Different “views”, “hinting”, copy and paste, viewing code from other sites.	Read pp 367-396 (c.10); Work on <i>Personal Portfolio</i>
Thursday 6 Nov.	<i>No Class – SPE Conference</i>	Work on <i>Personal Portfolio</i>
Tuesday 11 Nov.	<i>No Class – Veteran’s Day</i>	
Thursday 13 Nov.	In-class workday, <i>Personal Portfolio</i> .	Read pp 539-551 (c.14); Read “Creating Web Favorite Icons”; Continue working on <i>Personal Portfolio</i>
Tuesday 18 Nov.	Adding Multimedia content to your site – Flash, audio, video. Resolving un-resolved questions. Adding “Favorite Icons”.	Continue working on <i>Personal Portfolio</i> ; Have a working site ready for rough-draft critique.
Thursday 20 Nov.	<i>Personal Portfolio rough-draft critique.</i> Optimizing for the web – META tags, search results, the power of links.	Apply feedback from critique and add META tags to your <i>Personal Portfolio</i>
Tuesday 25 Nov.	In-class workday, <i>Personal Portfolio</i> .	Work on <i>Personal Portfolio</i>
Thursday 27 Nov.	<i>No Class – Happy Thanksgiving!</i>	
Tuesday 2 Dec.	In-class workday, <i>Personal Portfolio</i> .	Finish working on <i>Personal Portfolio</i>
Thursday 4 Dec.	<i>Personal Portfolio critique</i>	That’s it! You’re done....

The Fine Print...

Florida State Academic Honor Policy

The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of student’s academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “be honest and truthful and... [to] strive for personal and institutional integrity at Florida State University.” (The full Academic Honor Policy is at <http://www.srr.fsu.edu/academic.htm>)

Americans with Disabilities Act Policy

Students with disabilities needing academic accommodations should: (1) Register with and provide documentation to the Student Disability Resource Center; and (2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class. This syllabus and other class materials are available in alternative format upon request. (More information about services available to FSU students with disabilities can be found at <http://www.disabilitycenter.fsu.edu>)

Non-Discrimination Policy

Discrimination of any kind will not be tolerated in this course. (Information on Florida State University’s non-discrimination policy can be found at <http://www.diversity.fsu.edu>)

Sexual Harassment Policy

Sexual Harassment of any kind will not be tolerated in this course. (Information on Florida State University’s non-discrimination policy can be found at <http://www.auditservices.fsu.edu/sh>)

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change with advance notice.

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