

ArtC 3307 Interactive I: Introduction to Web Design

Section 251
CRN #30670
Spring 2013
TTH 5:00pm - 8:00pm
JCM 3107A

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Office Hours:
JCM 3117
TTH 3:00pm - 4:30pm
or by appointment

Prerequisites: ARTC 2303 and 2304

Corequisite: ARTC 3320

Course Description

The Web Design course is designed to give students an understanding of how to design for web-based user interfaces (UI) and user experiences (UX) using HTML and CSS. This course will give students the opportunity to explore communication practices on the Internet through web design and social media. Upon successful completion of this course, the student should not only be able to understand how to design a functional web site but also comprehend how web design fits into a larger framework of mediated communication through social media, distributed networks, and Internet technologies.

A communication designer's role hinges on the ability to craft informative, structured, organized, visually compelling and usable web sites. The principles of user experience design explored in the course will help students to hone their skills in communicating effectively to an audience comprised of humans with varying technical skills and desired outcomes. Students will craft navigation schemes that match the information seeking behaviors of their audience to reduce frustration and increase the efficiency of information access.

We will be designing our sites with Adobe Photoshop or Illustrator and developing the sites in HTML and CSS. Additionally, we will utilize social media and web publishing platforms to communicate about design.

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Goals and Objectives of the Course

- ◆ To understand how to observe for design patterns in Web sites
- ◆ To speak critically about websites and to learn from successful site designs
- ◆ To understand how interactive experiences contribute to daily life
- ◆ To learn the design process from visual brief, rough & comp to execution
- ◆ To understand your audience (your users, your customers, your stakeholders)
- ◆ To understand how people understand and utilize navigation schemes
- ◆ To understand Internet and programming terminology
- ◆ To learn proper file management techniques
- ◆ To learn proper universal access techniques (for viewing/auditory impaired audience)
- ◆ To be able to function in a small-agency level environment

Method of Instruction

- ◆ Lecture & discussion
- ◆ Demonstrations & tutorials
- ◆ Exercises, assignments & projects
- ◆ Reading & research assignments

Work in class days are provided as a way for you to work in groups efficiently and to complete projects. This permits me to be available for help and assistance in completing these assignments. You will need to budget your time accordingly, and you will need to allot work time outside of class to successfully complete work in this course.

Your participation in discussions, critiques, and brainstorming sessions is critical to the success of your individual projects and in the course. Design is not an outcome; it is an ongoing process. Your voice is crucial in the process.

Design guidelines for the Communication Design department can be found at <http://www.finearts.txstate.edu/Art/academics/undergrad/ugrad-comdes.html>.

Class Attendance and Participation Policy

Attendance and punctuality is mandatory. Please be in your seat and logged in to the computer by the beginning of class. You are responsible for keeping up with lectures, discussions, and projects.

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If you miss a class...

don't worry, but be sure to obtain all of the information you missed. I will make most information available on the course TRACS site, but you will be responsible for checking in with classmates as to the details of the class period you missed.

You are permitted to miss a maximum of **four** class sessions (or the equivalent of 12 hours). If you have to leave one hour early, the hour missed will count against your total. If you miss more than 12 hours of class time, you will receive a failing grade for the course.

Method of Assessment [100 points total]

Participation: 20 pts. (includes engagement with social media)

Project 1: 15 pts.

Project 2: 20 pts.

Project 3: 30 pts.

Assignments: 15 pts. (practice exercises and written assignments)

Students with disabilities

Students with disabilities, as defined by the Americans with Disabilities Act (ADA), are legally entitled to accommodations in this class, and should bring this status to my attention at the beginning of the semester. Texas State will make every effort to accommodate your special needs in accordance with the ADA.

Academic Honesty

All students are expected to abide by the University Honor Code (UPPS 07.10.01/Attachment 1). The university is committed to enforcing all policies concerning academic honesty, as defined in the honor code and student handbook. No ball caps or headgear may be worn during tests. No sunglasses or cellphones are permitted in the classroom. If necessary, students must submit writing exemplars upon request to verify writing style and level.

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Textbooks

The course **requires** two textbooks. All reading assignments on the syllabus are required to be completed by the date listed on the course schedule. Supplemental readings will be assigned as necessary.

Duckett, Jon. (2011). *HTML & CSS: Design and Build Websites*. New York: Wiley.

ISBN: 978-1-118-00818-8

Available on <http://www.library.txstate.edu/> > eBooks > Safari Tech Books Online

Vinh, Khoi. (2010). *Ordering Disorder: Grid Principles for Web Design*. Berkeley: New Riders.

ISBN: 978-0-321-70353-8

Not available online.

Required Supplies & Resources

8GB or larger USB memory key or external hard drive

Active Twitter account

Active Pinterest account

Active Tumblr account

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Course Schedule [12th class day: September 12, 2012]

Week 01

01: Jan 15 (T): Introduction to course

02: Jan 17 (R): History of the web & interactive media
DUE: set up Twitter, Pinterest, and Tumblr accounts

Week 02

03: Jan 22 (T): Web design principles – Grids
READING DUE: Vinh, Chapters 1 – 2

04: Jan 24 (R): Web design principles – Layout
READING DUE: Vinh, Chapter 3

Week 03

05: Jan 29 (T): Web design principles – Typography
HTML Introduction & Formatting
READING DUE: Vinh, Chapter 4; Duckett, Chapters 1 – 2

06: Jan 31 (R): Web design principles – Hyperlinking
HTML Lists and Links
READING DUE: Duckett, Chapter 3 – 4

Week 04

07: Feb 05 (T): HTML Images & Tables
READING DUE: Vinh, Chapter 5; Duckett, Chapters 5 – 6

08: Feb 07 (R): CSS Fundamentals
READING DUE: Duckett, Chapter 10

Week 05

09: Feb 12 (T): CSS Color
READING DUE: Duckett, Chapter 11

10: Feb 14 (R): CSS Text
READING DUE: Duckett, Chapter 12

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Week 06

11: Feb 19 (T): Project 1 Workshop

12: Feb 21 (R): PROJECT 1 DUE

Week 07

13: Feb 26 (T): CSS Box Model
READING DUE: Duckett, Chapter 13

14: Feb 28 (R): PROJECT 1 REVISIONS DUE
CSS Lists, Tables, & Forms
READING DUE: Duckett, Chapters 7, 14

Week 08

15: Mar 05 (T): CSS Layout
READING DUE: Duckett, Chapter 15

16: Mar 07 (R): CSS Images
READING DUE: Duckett, Chapter 16

Week 09

xx: Mar 12 (T): SPRING BREAK [NO CLASSES]
xx: Mar 14 (R): SPRING BREAK [NO CLASSES]

Week 10

17: Mar 19 (T): Project 2 Workshop

18: Mar 21 (R): Project 2 Workshop

Week 11

19: Mar 26 (T): PROJECT 2 DUE

20: Mar 28 (R): HTML5 Layout
READING DUE: Duckett, Chapter 17

Week 12

21: Apr 02 (T): PROJECT 2 REVISIONS DUE

22: Apr 04 (R): Design Process and Practical Information
READING DUE: Duckett, Chapter 18 – 19

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Week 13

23: Apr 09 (T): Topic TBA

24: Apr 11 (R): Topic TBA

Week 14

25: Apr 16 (T): Topic TBA

26: Apr 18 (R): Topic TBA

Week 15

27: Apr 23 (T): In-class workshop

28: Apr 25 (R): PROJECT 3 DRAFT DUE: In-class critique

FINAL EXAM WEEK

May 2, 5 PM – 8 PM: PROJECT 3 DUE