

Art 190: The Art of Web Design

Fall 2004

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Office Hours: By appointment.

CALENDAR

Section XXXX Room F201

Mondays & Wednesdays 8/23 through 12/17

Time: 9:00 - 11:45 a.m.

PORTFOLIO is due on December 8th.

FINAL EXAM is on December 15th.

Plan to attend and work during every class.

REQUIRED TEXT

Dreamweaver MX Hands On Training (HOT) by Garo Green. Lynda.com books, 2002.

SUPPLIES

In addition to the required text, it is necessary for students to have the following items:

1. One (or more) ZIP disk(s).

2. Sketch book and drawing pencils.

Digital imaging (scanning) is also part of the course.

MCCCD Official Course Outline

- I. Overview of Web publication & the operational systems
 - A. Hardware
 - B. Software
 - C. HTTP-Online information & addresses
 - D. Text & graphics information
- II. Hyper Text Markup Language (HTML)
- III. Digital text
 - A. Design & visual considerations
 - B. Technical considerations
 - C. Text & motion
- IV. Art & Graphics for the Web
 - A. Design principles for Web publication
 - B. Effective use of color
 - C. Resolution
- V. Designing for multimedia online

SPECIAL NOTES:

This instructor will automatically withdraw students who are not attending classes and/or after two unexcused absences.

This syllabus is subject to additions, deletions, and changes dependent upon student and course needs.

THE COURSE

This course is intended to provide information and experience in the art of web site design. Topics covered include Web vocabulary, HTML, Dynamic HTML, linking, and preparation of graphics and text for World Wide Web publication. Discussion of color, proportion, and page layout. Producing and publishing Web sites using HTML and web design programs. Emphasis on design skills.

Prerequisites: ART 100 or permission of the instructor.

Course Competencies:

1. Define terminology commonly used in the Web design process.
2. Describe hardware, software, and online information gathering process.
3. Use the HTML language.
4. Use Web design/editing software.
5. Produce graphics for optimum Web publication.
6. Format text for Web publication.
7. Create links and rollovers.
8. Produce Web pages by applying appropriate design, color, art and content.
9. Produce an interactive multimedia page for publication on the Web, using art elements, animation, and sound appropriately.

Course Requirements:

1. Participate in all class activities.
2. Complete TUTORIALS.
3. Complete projects.
4. Prepare and present work in a professional manner.

Grading:

Each student will be evaluated on:

1. Participation in all activities, presentations, demonstrations & critiques.
2. Completion of reading and writing assignments.
3. Application of ideas presented in the course to activities in class and class original assignments.
4. Submission of assigned projects in a digital portfolio (projects will be graded on creativity and application of technical and artistic concepts).

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Key: ICE = In Class Exercise, OYO = On Your Own,
DIS = Discussion, DEMO = Demonstration
HW = Home Work

8/23	DIS ICE HW	Introduction/Overview/Planning Pre-Test & Self-Assessment Buy book, ZIP disk Read book Intro and Chapter 1	9/27	ICE OYO HW	Chapter 8: Layout Redesign one of your pages using a different layout technique. Read Chapter 10
8/25	DIS ICE OYO HW	History of the Web, HTML, DHTML, Java, Browsers, Web Design Programs. Create a page using HTML in a text editor. Change text & background color. Read Chapter 2 Bring in the URLs for three sites that offer resources for Web designers	9/29	ICE HW	Chapter 10: Rollovers Read Chapter 11
8/30	DIS ICE HW	Sites offering resources for Web designers. Chapter 2: Dreamweaver Interface Bring in image to scan.	10/4	DIS ICE HW	CSS & XHTML - Designing for the Future Chapter 11: Cascading Style Sheets Read Chapter 12
9/1	DIS ICE OYO HW	Web graphics, file extensions. Scan & prepare an image for the web. Prepare an image for the web. Read book Chapter 3	10/6	ICE HW	Chapter 12: HTML Read Chapter 14
9/6	DIS ICE HW	Site management, file names. Chapter 3: Dreamweaver Site Control Read Chapter 4.	10/11	ICE	Chapter 14: Behaviors
9/8	DIS ICE HW	Basics Chapter 4: Basics Read Chapter 5.	10/13	DIS ICE	Midterm Project: Organize and design site from given elements (see handout). Work on midterm.
9/13	OYO ICE HW	Design own page Chapter 5: Linking Bring in an image to scan and map. Bring in 3 more images for page design (including heading).	10/18	ICE	Work on midterm.
9/15	OYO HW	Add links to your first page. Include 3 new pages, 1 email link, 1 anchor link, and your own image map. Read Chapter 6.	10/20	ICE	Work on midterm.
9/20	ICE HW	Chapter 6: Typography Read Chapter 7: Tables. Bring in URLs for two cool sites (or one cool, one awful).	10/25	ICE	Work on midterm.
9/22	DIS ICE OYO HW	Site critiques. Chapter 7: Tables. Create a table in one of your pages. Read Chapter 8: Layout	10/27	HW	Midterm due/Critiques Begin Final Project Proposal
			11/1	DIS DIS/DEMO HW	Final Project Animated GIFs Polish Final Project Proposal
			11/3		Final Project Proposal Due DIS/DEMO Flash
			11/8	OYO	Animated GIF or Flash Animation Begin Final Project.
			11/10	OYO	Animated GIF or Flash Animation Work on Final Project
			11/15		Work on Final Project
			11/17		Work on Final Project
			11/22		Work on Final Project
			11/24		Work on Final Project
			11/29		Work on Final Project
			12/1		Work on Final Project DUE END OF CLASS
			12/4		FINAL PRESENTATIONS, CRITIQUES
			12/6		FINAL PRESENTATIONS, CRITIQUES

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RECAP: PROJECTS/QUIZZES	DUE	POINTS
Exercises from Book	weekly	300
Three helpful URLs	8/25	30
Image Prep	9/1	20
Page Design 1	9/13	25
Image Map	9/15	25
Links	9/15	25
Table	9/22	25
Midterm Project	10/27	100
Animation	11/8	50
Final Project	12/1	200
Portfolio	12/1	100
Participation/Attendance	weekly	100
TOTAL		1000

FINAL PROJECT

ZIP Disk of all files ready for publication. Projects will be critiqued in class.

PORTFOLIO

The course portfolio will consist of digital files of all projects accompanied by written documentation of each project. The written documentation should include what concepts you have learned from the project and any commentary you may have. Submit portfolio on a ZIP Disk.

GRADES

A = 90 - 100%

B = 80 - 89%

C = 70 - 79%

D = 65 - 69%

F = 64% and below

DISABILITY SUPPORT SERVICES

Location: Learning Center Building
Telephone: (602) 285-7477 V/TDD

The Disability Support Services (DSS) Office coordinates services which will ensure equal access to college programs for students with disabilities. Services include interpreting for the deaf/hard of hearing, notetaking, reading, scribing, adaptive technology, testing accommodations, alternative text formatting, and special seating arrangements. Some classroom accommodations such as interpreting services, audio taped texts and handouts, enlarged print and Braille materials require preparation time. For this reason, students with disabilities are encouraged to contact the DSS Office prior to registration and provide us with the necessary documentation. All disability-related information provided to DSS remains confidential.