Art 190: The Art of Web Design
Fall 2004

Instructor: Cheryl Colan
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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.

REQUIED TEXT

SUPPLIES
In addition to the required text, it is necessary for students to have the following items:
1. One (or more) ZIP disk(s).
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 Introduction/Overview/Planning  
ICE Pre-Test & Self-Assessment  
HW Buy book, ZIP disk  
Read book Intro and Chapter 1

8/25 DIS History of the Web, HTML, DHTML, Java, Browsers, Web Design Programs.  
ICE Create a page using HTML in a text editor.  
OYO Change text & background color.  
HW Read Chapter 2  
Bring in the URLs for three sites that offer resources for Web designers

8/30 DIS Sites offering resources for Web designers.  
ICE Chapter 2: Dreamweaver Interface  
HW Bring in image to scan.

9/1 DIS Web graphics, file extensions.  
ICE Scan & prepare an image for the web.  
OYO Prepare an image for the web.  
HW Read book Chapter 3

9/6 DIS Site management, file names.  
ICE Chapter 3: Dreamweaver Site Control  
HW Read Chapter 4.

9/8 DIS Basics  
ICE Chapter 4: Basics  
HW Read Chapter 5.

9/13 OYO Design own page  
ICE Chapter 5: Linking  
HW Bring in an image to scan and map.  
Bring in 3 more images for page design (including heading).

9/15 OYO Add links to your first page. Include 3 new pages, 1 email link, 1 anchor link, and your own image map.  
HW Read Chapter 6.

9/20 ICE Chapter 6: Typography  
HW Read Chapter 7: Tables.  
Bring in URLs for two cool sites (or one cool, one awful).

9/22 DIS Site critiques.  
ICE Chapter 7: Tables.  
OYO Create a table in one of your pages.  
HW Read Chapter 8: Layout

9/27 ICE Chapter 8: Layout  
OYO Redesign one of your pages using a different layout technique.  
HW Read Chapter 10

9/29 ICE Chapter 10: Rollovers  
HW Read Chapter 11

10/4 DIS CSS & XHTML - Designing for the Future  
ICE Chapter 11: Cascading Style Sheets  
HW Read Chapter 12

10/6 ICE Chapter 12: HTML  
HW Read Chapter 14

10/11 ICE Chapter 14: Behaviors

10/13 DIS Midterm Project: Organize and design site from given elements (see handout).  
ICE Work on midterm.

10/18 ICE Work on midterm.

10/20 ICE Work on midterm.

10/25 ICE Work on midterm.

10/27 Midterm due/Critiques  
HW Begin Final Project Proposal

11/1 DIS Final Project  
DIS/DEMO Animated GIFs  
HW 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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Due</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercises from Book</td>
<td>weekly</td>
<td>300</td>
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<tr>
<td>Three helpful URLs</td>
<td>8/25</td>
<td>30</td>
</tr>
<tr>
<td>Image Prep</td>
<td>9/1</td>
<td>20</td>
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<tr>
<td>Page Design 1</td>
<td>9/13</td>
<td>25</td>
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<tr>
<td>Image Map</td>
<td>9/15</td>
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<td>9/15</td>
<td>25</td>
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<tr>
<td>Table</td>
<td>9/22</td>
<td>25</td>
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<tr>
<td>Midterm Project</td>
<td>10/27</td>
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<tr>
<td>Animation</td>
<td>11/8</td>
<td>50</td>
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<tr>
<td>Final Project</td>
<td>12/1</td>
<td>200</td>
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<tr>
<td>Portfolio</td>
<td>12/1</td>
<td>100</td>
</tr>
<tr>
<td>Participation/Attendance</td>
<td>weekly</td>
<td>100</td>
</tr>
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</table>

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.