

[illegible]

Monday/Wednesday 5:45-7:55, RM E-301

Email: jeremycouillard@gmail.com

Office Hours:

In this class we will study the elements and principles of design in order to learn how to make fashionable web pages that adhere to professional standards and usability. We are going to cover a lot of ground in order to demonstrate design techniques in both media and computer programming. In addition to design for the web we will learn how to create web ready multimedia using a variety of different software. Throughout the class we will develop criticality both in design and in the culture of the web at large.

</coursedescription>

Copyrighted material

Learning Web Design

A BEGINNER'S GUIDE TO XHTML, STYLE SHEETS, AND WEB GRAPHICS

Jennifer Niederst Robbins

3RD EDITION

Copyrighted material

Whether you're a beginner or bringing your skills up to date, this book gives you a solid footing in modern web production. It takes each topic slowly, at a pleasant pace, with frequent exercises to let you try out new skills. Making it "beginner friendly" is my goal now. —Jennifer Robbins

O'REILLY

We will be using the book Learning Web Design, 4th edition. This book will mostly be used as a valuable reference for you to have by your

side while designing web pages. Most of our reading will be excerpts from books I will have for you as pdfs or online articles. Also please bring a USB drive to every class to backup all your data. Proper data backup is a very valuable habit to develop.

</requiredmaterials>

<classetiquette>

My pet peeves - Please do not check phones during class. Please do not go on web pages other than the ones relevant to class. If I see you doing these things it will equal one late. The reason behind this is that we must practice developing our attention spans. If you cannot focus in front of a computer it is impossible to succeed in this field.

</classetiquette>

<attendancepolicy>

Your on-time attendance is required. Attendance is taken at the beginning of class. If you are absent, you are responsible for getting missed information and homework assignments from your colleagues and coming to the next class fully prepared.

5 minutes late = 1 late
15 minutes late = 1 absence.
3 lates = 1 absence.
5 absences = Automatic withdrawal.
Final critique absence = F

Participation - You are required to be an active participant in online and offline aspects of this class, including discussions and critiques.

All work is due at the start of class. late work is marked down 1 grade per week and will not be accepted after 2 weeks.

</attendancepolicy>

<grades>

Individual_and_group_projects=55 /*given usually once a week*/
Participation=20 /*based on readings and lectures*/
Progress_creativeGrowth_initiative=10
Final_project=15

Creative work is evaluated based on its uniqueness and the demonstration of technical understanding. Students are always encouraged to take risks and try new things.

</grades>

<academicintegrity>

This course is taught in compliance with LaGuardia's Academic Integrity Policy. Students who submit plagiarized work, or commit other acts of academic dishonesty will receive a failing grade and may face more serious penalties as articulated by the Academic Standings Committee. Copies of the Academic Integrity Policy are available in the Vice President of Student Affairs and Enrollment Management Office, the Student Government Office, the Student Life and Development Office, Counseling Cluster offices and the Library.

</academicintegrity>

/*SCHEDULE*/

/*!SUBJECT TO CHANGE!*/

/*projects are listed at the bottom of the week and will usually be wrapped up in one .html file for the class to view online*/

.weekOne{

- History of the web and design on the web
- Reading/Discussion/Writing: Olia Lialina essays
- Professionalizing yourself and your web presence
- Overview of software to be used
- Resources for problem solving/learning on your own
- Open a professional email account. Email me some reasons why web design appeals to you and what are some web pages you find inspiring

}

.weekTwo{

- HTML and CSS crash course
- Introduction to SublimeText, Photoshop and Illustrator
- Vector vs raster
- Image formats
- Getting your site up and running. Write a short essay on the Lialina essays we read and add some images to your writing.

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.weekThree{

- What is design? Elements and principles
- Introduction to the group critique
- Using design vocabulary to critique

- CSS layouts
- Reading/Discussion/Writing: Excerpts from *79 Short Essays on Design*
- Add a layout to your site with a navigable menu
- Add an entry critiquing the design of a web page according to its design elements and principles

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.weekFour{
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- Design continued
- Watch/Discuss/Write: *Helvetica* documentary
- Being a perfectionist
- A talk about fonts, serif, sans-serif, font-families, web safe fonts
- Using Illustrator and Photoshop to add images
- Understanding and critiquing branding
- Change the typeface of your page
- Create and add a logo using Illustrator and Photoshop

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.weekFive{
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- Creating and adding media
- Resolution history and current standards. Pixels.
- Image, video and sound formats for the web
- A talk about the .gif
- Making animated gifs in Photoshop
- Reading/Discussion/Writing: Lev Manovich-*Database as Symbolic Form*
- A short essay uploaded to your webpage summarizing Manovich with gifs.

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.weekSix{
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- Introduction to AfterEffects
- Watch/Discuss: Jillian Mayer art video, *#PostModem*
- Where to find free video to import and edit
- Making your own video, lighting and composition basics
- Exporting a video for the web
- Create and embed video to your webpage. Customize the embed code.

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.weekSeven{
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- More AfterEffects
- The mashup, copyright, net neutrality
- Adding and editing sound
- A critical look at motion graphics and advertising on the web
- Discuss: Art world versus commercial world
- Creating uploadable video
- Start working on a video advertisement for a fake product

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.weekEight{
-Introduction to JavaScript
-Adding dynamic components - buttons, pop-up warnings, forms
-Testing your site on all current web browsers and legacy ones
-Begin creating a web page for your fake product
-Continue working on the video ad
}
.weekNine{
-Critique of product web pages and videos
-JavaScript cont.
-JavaScript libraries, JQuery
-Where to find JavaScript programs to use on your webpage
-Add some dynamic JavaScript programs to your page. Things like image
browsers, calculators, forms, etc
}
.weekTen{
-Group project introduction
-Introduction to GitHub
-Assemble and brand your group.
-Receive assignment from client
-How to organize larger projects
-Thinking like a computer
-Lab time to begin work on group project
}
.weekEleven{
-Lab time to finish group project
-Present group project for critique
}
.weekTwelve{
-Final project introduction
-Lab time to work on final project
}
.weekThirteen{
-Final projects due
}
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