

Web Design I (CDGD304 – 3 Credits) Syllabus

Mondays 9 – 1 in T713 // Amanda Cheung // (617)584-0267 // acheung@massart.edu // Office Hours: Mondays 1 – 2

September 12	Class Introduction Homework: Finish welcome page Reading: <i>A Dao of Web Design by John Allsopp, UI, UX: Who Does What?</i>
September 19	Introduction to HTML Validating your markup Homework: Work on HTML for Dobot shop Reading: <i>Getting to know HTML, Codecademy</i>
September 26	Beyond Semantics Lists, Anchors, Links, Images, Characters Homework: Finish HTML for Dobot shop Reading: <i>Codecademy HTML Structure (2 parts)</i>
October 3	Styling Homework: Work on CSS for Dobot shop Reading: <i>Mastering CSS by Soh Tanaka</i>
October 10	<i>Indigenous Peoples' Day - No class</i>
October 17	Layout & Positioning Animations & Transitions Homework: Finish CSS for Dobot shop Reading: <i>Codecademy, CSS Positioning 101 & CSS Floats 101 by Noah Stokes, learnlayout.com</i>
October 24	Designing for Users Wireframing Homework: Poster League exercise, start design for final project Reading: <i>A Closer Look at Personas: Part 1 & 2, UX - So much more than just the UI</i>
October 31	Responsive Design Homework: Start making Dobot shop responsive, design final project Reading: <i>Fluid Grids by Ethan Marcotte, Responsive Web Design by Ethan Marcotte, Designing for Moments with Media Queries</i>
November 7	Designing for screens Mobile Usability Homework: Finish making Dobot shop responsive, start developing final project Reading: <i>The Post-PSD Era by Brad Frost, "Make it Like the PSD"</i>

November 14	Web Typography Homework: Poster League exercise, final project Reading: <i>On Web Typography</i> by Jason Santa Maria, <i>How I test Type and Layout</i> by Jordan Moore
November 21	jQuery 101 Homework: Poster League exercise, final project
November 28	Refactoring Homework: Poster League exercise, final project
December 5	Working Class - Final Project Homework: Final Project
December 12	Final Project - Presentations

Course Description

This course introduces the fundamentals and principles of contemporary Web design, interactive and motion design, these industries, and the current technologies used. The course will provide students with the basics of Web literacy, site and interactive development, user experience, accessibility, wireframes, prototypes, web coding and scripting, visual design principals, and graphics and motion for the Web.

Course Learning Outcomes

Demonstrate visual communication skills through the use of graphic illustrations, photography and typography. Integrate composition and design in support of concept. Demonstrate the ability to code functional requirements of projects. Apply critical thinking and needs analysis to concept design and development.

Grades are defined as follows:

- A** Exceptional work in all respects
- B** Above average work, distinguished in certain but not all respects
- C** Adequate work
- D** Below average work. This is the lowest grade allowable for course credit
- F** Failing work. No credit is given
- NC** No Credit. Work that does not meet the expectations of the course
- W** Withdrawn from the course. No credit earned
- Inc** Incomplete. A temporary designation indicating that at least 80% of the course requirements have been met and that the remaining course requirements are required to be completed, and a permanent designation issued, by the subsequent mid-semester. The student is responsible for having an Individual Grade Sheet completed by the appropriate faculty member and filed with the registrar. If the student does not complete the course work, a non-passing grade will be issued after the midpoint of the following semester. Incompletes are offered at the discretion of the faculty. It is the student's responsibility to complete the required work by the agreed-upon deadline.

Grading

Students in Graphic Design are expected to deliver work for critique weekly, participate in classwork and class discussions, and turn in their completed work when it is due. Students are entitled to receive timely and regular evaluation of their coursework from their faculty so that they understand how they are performing in each course.

Department Academic Progress

Students must pass their required courses to progress in the major. Students must receive a “D” or better to pass. Reviews in Graphic Design occur twice a year—in December and in May; review times are posted in the Design Office the week before reviews. Review performance is factored into students’ final course grades by their instructors. Students are required to attend their reviews; lateness of more than 5 minutes beyond the posted review time is considered missing the review. Missing a review without written proof of a medical or family emergency is grounds for failing all required Graphic Design courses for that semester.

Course Attendance

The college-wide policy permits no more than two absences per semester for a course that meets once a week, prorated for classes that meet on a different schedule.

Tardiness

Tardiness to class is unprofessional. Individual instructors will track occurrences of tardiness, and will determine at what point they will be counted towards class absence.

Plagiarism

Whenever your work incorporates someone else’s research, images, words, or ideas, you must properly identify the source unless you can reasonably expect knowledgeable people to recognize it. Proper citation gives credit where it is due and enables your readers to locate sources and pursue lines of inquiry raised by your paper or project. For further information, see the “Introduction” to the *Liberal Arts Handbook of Citation and the MassArt Student Handbook*.

Disability

Massachusetts College of Art and Design is committed to fostering the academic, personal, and professional growth of our students. We are especially committed to ensuring that students with documented disabilities, as defined under the Americans with Disabilities Amendments Act of 2008 (ADAAA), are provided equal access to all campus resources and opportunities. If you believe you have a disability that may warrant accommodations, contact the Academic Resource Center (ARC) at arc@massart.edu or 617-879-7280. The ARC is located in the Tower Building, Rm 811. The Academic Resource Center provides academic support to all matriculated MassArt students through access to academic advisors, a learning specialist, academic coaches, professional writing and subject tutors, and training on assistive technology.