Course Syllabus

week	monday	work
1	**january 26**	Introduction/What is the Web? HTML/CSS/JS State of the Web/Cutting Edge **in-class:** build your welcome page & FTP your site **Homework:** Fill in your info, add to homework page & push to github Reading: *A Dao of Web Design* by John Allsopp *UI, UX: Who Does What?*
2	**february 2**	HTML In-depth HTML5 Semantic Structure Outlining Your Page, Nesting, Wrapping & Sandwiches **in-class:** 2 sample sites **Homework:** code (HTML only) recipe page & cats vs dogs Reading: Duckett, Chapters 1-5 & 17, Codecademy intro to HTML
3	**february 9**	*Homework Review* HTML beyond semantics Lists, Anchor, Links, Images, Characters **in-class:** 2-3 code exercises, adding multiple pages **Homework:** finish HTML cats vs dogs, meee, & recipe page Reading: Codecademy HTML Structure (2 parts)
	february 16	Holiday - NO CLASSES!
4	**february 23**	*Homework Review* CSS Styling Cascade Hierarchy **in-class:** 2-3 style exercises **Homework:** style cats vs dogs, llama love, & recipe page Reading: Duckett, Chapters 11,12,13,14 *Mastering CSS* by Soh Tanaka
5	**march 2**	*Homework Review* CSS Layout & Positioning Making it Move Simple CSS3 Animations & Transforms **in-class:** 2-3 style exercises,animated buttons, hover nav **Homework:** final cats, llama love, & recipe due. start robots Reading: Duckett, Chapters 10, 15, 16, Codecademy CSS Positioning *CSS Positioning 101* & *CSS Floats 101* by Noah Stokes *learnlayout.com*
	march 9	Spring Break - NO CLASSES!
6	**march 16**	*Homework Review* Designing for Users User Expectations/UX Wireframing **in-class:** personas, **Homework:** finish robots

Reading: *A Closer Look at Personas: Part 1 & 2*
UX - So much more than just the UI

7	**march 23**	*Critique Final Project*

Responsive Design
Getting Flexy
Graceful Degradation

in-class: responsive exercises
Homework: make cats vs dogs responsive, start design of final site
Reading: *Fluid Grids* by Ethan Marcotte
Responsive Web Design by Ethan Marcotte
Designing for Moments with Media Queries

8	**march 30**	*Homework Review*

Designing for screens
Mobile Usability
Tools of the Trade

in-class: stile tiles and home page design of final site
Homework: finish home page design and 1 interior page design
Reading: *The Post-PSD Era* by Brad Frost
"Make it Like the PSD"

9	**april 6**	*Review Homework & Critique Final Project*

History of Type on the Web
Legibility on Screen
@font-face + licensing fonts, Lettering.js

in-class: Font exercise (styling Gettysburg Address)
Homework: add @font-face to cats vs dogs, keep working on Final
Reading: Duckett: Chapter 12
On Web Typography by Jason Santa Maria
How I test Type and Layout by Jordan Moore

10	**april 13**	*Review Homework*

jQuery 101- Oh Crap, Programming

in-class: plugin exercises , work on final project.
Homework: Add some jQuery (slider, smoothscroll, lightbox)
or social widget to your final project

11	**april 20**	*Review Homework*

jQuery Continued

in-class: landing page project, work on final project.
Homework: Final Project

12	**april 27**	Working Class - Final Project
13	**may 4**	Final Project - Presentations
14	**may 11**	Last Day of Classes - Senior Portfolio Night

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

Students with Disabilities

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, I urge you to contact Ms. Erla Shehu (Erla.Shehu@massart.edu or 617-879-7692) in the Academic Resource Center, Tower 550. The Academic Resource Center provides access to a learning specialist, an academic coach and professional tutors.

Grading System

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 in the Graphic Design Department must maintain a C+ average in their required major courses per term to proceed in the major. Students whom the faculty feel would benefit from a check-in of their progress may receive written notice of a Mid-Semester Review for the following semester. This is not a formal review, and no special action is required of students—faculty will write up an evaluation based on the current coursework and performance of the students being reviewed. Students who do not achieve a minimum C+ average in their major courses are considered to be on departmental probation. Any course in which a student on departmental probation receives a C or below must be retaken. Due to the sequential nature of the Graphic Design program's courses, this may entail taking a "special program" until the required course in question is offered again the following year. Such a special program will be designed by the Chair on a case-by-case basis. If the grades of a student on probation fall below a C+ average a second time, the student is subject to dismissal from the program. Students at all levels are allowed to repeat a semester or year *only once* in the program, after which they will be dismissed from the major. 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.

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. Students who do not comply will be penalized. For further information, see the MassArt Student Handbook or consult with the Academic Resource Center.

Classroom Accommodations for Students with Disabilities

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, I urge you to contact Ms. Erla Shehu (Erla.Shehu@massart.edu or 617-879-7692) in the Academic Resource Center, Tower 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.

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.

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
  H   Work that shows the highest distinction, well above the expectations for course credit
 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.