Web Design I (CDGD304 – 3 Credits) Syllabus

Mondays 9 – 1 in T713 // Amanda Cheung // (617)584-0267 // akcheung@massart.edu // Office Hrs: Mondays 1 – 2 in T609

January 25	Introduction What is the Web? State of the Web **In-class:** Build your welcome page, assign blog post topics **Homework:** Fill in your information, add to homework page & push to GitHub **Reading:** *A Dao of Web Design by John Allsopp*, *UI, UX: Who Does What?*
February 1	HTML In-depth Outlining Your Page **In-class:** Sample sites **Homework:** Work on HTML for Dobot shop, meee, blog post **Reading:** Duckett (Chapters 1-5 & 17), *Codecademy's Intro to HTML*
February 8	*Homework Review* Beyond Semantics Lists, Anchors, Links, Images, Characters **In-class:** Code exercises, adding multiple pages **Homework:** Finish HTML for Dobot shop, meee, blog post **Reading:** *Codecademy HTML Structure (2 parts)*
February 15	*President's Day - No class!*
February 22	*Homework Review* Styling **In-class:** Style exercises **Homework:** Work on CSS for Dobot shop, design blog post **Reading:** Duckett (Chapters 11, 12, 13, 14), *Mastering CSS by Soh Tanaka*
February 29	*Homework Review* Layout & Positioning Animations & Transitions **In-class:** Style exercises, animated buttons, hover navigation **Homework:** Finish CSS for Dobot shop, blog post **Reading:** Duckett (Chapters 10, 15, 16), *Codecademy CSS Positioning*, *CSS Positioning 101 & CSS Floats 101 by Noah Stokes*, *learnlayout.com*
March 7	*Spring Break - No class!*

March 14   *Homework Review*
                Designing for Users
                Wireframing

                In-class: Personas, introduce group project
                Homework: Group project, start design for final project
                Reading: *A Closer Look at Personas: Part 1 & 2*, *UX - So much more than just the UI*

March 21   *Critique Final Project*
                Responsive Design

                In-class: Responsive exercises
                Homework: Group project, make Dobot shop responsive, design final project
                Reading: *Fluid Grids by Ethan Marcotte*, *Responsive Web Design by Ethan Marcotte*,
                Designing for Moments with Media Queries

March 28   *Homework Review*
                Designing for screens
                Mobile Usability

                In-class: Style tiles and home page design of final project
                Homework: Group project, finish home page design, one interior page design
                Reading: *The Post-PSD Era by Brad Frost*, *"Make it Like the PSD"*

April 4   *Homework Review & Critique Final Project*
                Web Typography

                In-class: Font exercise
                Homework: Finish group project, final project
                Reading: Duckett (Chapter 12), *On Web Typography by Jason Santa Maria*, *How I test Type
                and Layout by Jordan Moore*

April 11   *Review Homework*
                jQuery 101

                In-class: Plugin exercises, final project
                Homework: Add some jQuery to final project

April 18   *Review Homework*
                jQuery Continued
                Homework: Final Project

April 25   Refactoring
                Homework: Final Project

May 2   Working Class - Final Project
                Homework: Final Project

May 9   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.

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 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.

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.

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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.