

Syllabus

Instructor: Brian Norris

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Spring 2017 **DES 340**
Web Design for Design Majors

Section 001

Course Description _____ *Basic knowledge of web design using HTML, including information architecture and image optimization for the web.*
—Course Catalog

Introduction _____ “The prerequisite for doing something meaningful with any of these skills... is first **embracing the medium as something different from print**. Indeed, there’s no point in learning these skills unless as a print designer you’ve made a prior shift in your understanding of how design works in digital media. Specifically, come to grips with the fact that, on the Web, design is not a method for implementing narrative, as it is in print, but rather it’s **a method for making behaviors possible**.

...In learning a new medium, *enthusiasm* and *open-mindedness* trump nearly everything. A print designer who expects to succeed online, or even expects to master the skillset, has to be one who eagerly devours information about the medium... who spends her after-work hours experimenting with self-directed projects. This person needs to be motivated by the medium’s possibility, and not solely by the fear of losing a job in print.

—Khoi Vinh *This Way to the Web, Print Designers!* subtraction.com

“A great user interface (UI) follows human interface design principles that are based on the way people—users—think and work, not on the capabilities of the device. A UI that is unattractive, convoluted, or illogical can make even a great app seem like a chore to use. But a beautiful, intuitive, compelling UI enhances an app’s functionality and inspires a positive emotional attachment in users.

—Apple’s *Human Interface Principles*

Course Objectives _____

- To increase students knowledge of designing for the Web, Web/Internet history, and the visual characteristics of good web design.
- Explore the differences between graphic design for print formats and graphic design for digital media including designing for a variety of user contexts (different devices, abilities, etc.)
- To begin practicing the fundamentals of user interface design.
- To familiarize students with various web design terms, processes and workflows of building sites and interfaces, and to enhance both their verbal, written and visual communication skills in this area.
- To apply information hierarchy methodology to the structuring and organization of a professional, multi-page website.
- To improve students abilities in concepting and organizing content and using grid systems in interface and web design.

- Begin seeing design from the perspective of the user, and then channel this understanding into basic user experience design.
- To reach a basic proficiency in designing layouts for the web, marking up content with HTML, styling the content with CSS and implementing your layouts with a basic understanding of the CSS Box Model.

Course Topics

- Application of design principles, typography and theory to web design
- Using domain name registrars and hosting services
- Information hierarchy and site mapping
- Wireframing and prototyping
- Writing HTML and CSS
- Concepting, designing and building a website
- The role of trends and common patterns in web and interface design
- User experience architecture: Organizing and defining a user journey
- User interface design: Graphics, typography and consistency
- Digital Production: Files, compression, web fonts, tiling images, resizing designs for different formats and resolutions, etc.
- Setting up a typographic and grid systems for digital designs

Presentation

Projects will be presented in a digital format and displayed at critique over the classroom projector. Specifications concerning presentations will be given with each assignment. The preferred file format for presentation is PNG, unless otherwise noted. Occasionally, students will be asked to submit Photoshop or Illustrator files for review.

Students are expected to present their work at each stage of development—including verbal articulation and a written explanation of their final solutions, as well as discussing the work of their peers. The written explanation must summarize how the finished project fulfilled the objectives of the assignment.

Required Materials

- Several no-cost online subscriptions and accounts will be required
- A domain name purchased from a domain name registrar (approximately \$5 to \$15)
- An account from a 3rd party vendor to host your website (approximately \$8/month)
- Up to \$100 for online tutorials and lessons
- Headphones for watching video content in class without disturbing others

References

Since web design and development evolve so rapidly along with changing technologies, all references will be in a digital format and referred to when necessary. Some of these references will constitute required reading.

Portfolio Disk _____

All students will be required to turn in a CD/DVD with appropriate files of all the projects completed in this course. These portfolios will be due on the last day of classes. Failure to turn in a disk with accessible files at the final exam period will result in your final grade being lowered a full grade level. Details will be given closer to the end of the course. Students should **backup their files** as the course proceeds so they will have what is needed.

Course Policies _____

This is a studio class. Students are expected to attend each class ready to work on their projects. However, do not assume that assignments can be completed by working only during classes. Time and effort must be given to projects outside of class, as with any other class, in order to achieve the level of quality which is expected. Computer failure will not be accepted as an excuse for uncompleted projects. Computer lab time is in high demand. Budget time accordingly as “unavailable computer time” will also not be accepted as an excuse. **Backup your files!**

Readiness for each individual and class critique is required and progress on the project must be shown.

Lectures and demonstrations will be held during class periods without special notice, therefore tardiness and absence must be avoided.

Each project must be turned in completed to given specifications for the assignment.

Some of the assignments will require research, sketches and other materials that show the design process to be presented with the assignment's final result. Such presentations shall demonstrate entire analytical and creative process of solving given problems from the research stage to the final shape.

Participation in project critiques is a vital element of this course and will be considered part of the overall project completion and grade. In a professional setting, an environment of cooperation is essential. Therefore, constructive criticism and peer evaluations and recommendations will be encouraged.

Make-up projects (re-dos) will be accepted, but only if the deadline has been met and the project has been exhibited for final critique. A combined grade of the original solution and the redone project will be given as a final project grade in such cases.

All required work specified in the assignment directions is due on the specified critique date. No exceptions. Projects turned in late will result in lowered grades at the rate of one letter grade per class period.

Failure to complete any one project will result in an “F” grade for the semester. Specific information for each assignment will be given with a due date and schedule for class critiques and presentations.

Cheating and/or plagiarism may also result in an “F” grade for a given project or may result in failure of the course.

This class is entirely computer based, so to avoid damage to equipment there will be absolutely no food or drink in the lab.

Grading Policy

Student grades will be evaluated according to the following criteria:

- Class participation and punctuality.
- Comprehension of and ability to discuss design, interface, user experience and structural concepts
- Constructive use of studio time
- Craftsmanship, presentation and following direction (file naming, organization, etc.)
- Problem solving and development
- Demonstration of creative and critical thinking
- Growth and perceptual development
- Final outcome of each assignment—aesthetic as well as functional and communicative results

Students will be expected to present their work at each stage of development—including verbal articulation and a written explanation of their final solutions, as well as discussing the work of their peers. The written explanation must summarize how the finished project has fulfilled the objectives of the assignment. Documentation of the design process for each project is essential!

Students may receive extra credit by writing reaction papers about technology, graphic design, web development, hardware development and software development, and any cultural idea or movement related to those themes. Reactions can be written to design or technology events, essays, blog posts, TED talks, videos, etc. Papers should be approximately 300 words and can be submitted in a pre-approved digital format, including RTF, DOC, DOCX, or PDF. (Short papers will receive fewer points—some longer papers may receive additional points.) Papers written for other classes, or as assignments for current or previous classes may not be used for extra credit.

Final grades are calculated by averaging all point-based scores from assignments, quizzes exercises, etc. along with an evaluation of the student's growth and progress.

Quizzes will be given covering information given in class as well as from required readings. They may occur without notice.

All grades are based on the scale from 1 to 10, with bonus points available:

A+ (11–13) Bonus

Outstanding achievement relative to the level necessary to meet course requirements. Performance was of the highest level. Excellence while meeting course objectives was sustained throughout the course. Not only was the student's performance clearly and significantly above satisfactory, it was also of an independent and creative nature.

A (10–9) Excellent

Excellent achievement relative to the level necessary to meet course requirements. Performance was clearly and significantly above satisfactory, and was creative and independent.

B+ (8) Near Excellent

Achievement was significantly above the level necessary to meet course requirements. Performance was clearly and significantly above satisfactory.

B (7) Very Good Work

Achievement significantly above the level necessary to meet course requirements. Performance was very good, although not of the highest level.

B- (6) Good Work

Achievement at a level just above that necessary to meet course requirements.

C (5-3) Satisfactory

Achievement that meets the course requirements. Performance was adequate, although marginal in quality.

D (2-1) Passing

Achievement below satisfactory in meeting course requirements. Student demonstrated below satisfactory achievement in meeting course objectives, yet fulfilled a sufficient enough portion of the course objectives that repeating the course is not necessary unless required by the academic unit.

F (0) Failed

No credit. A failure to meet course requirements. The work of course objectives were either: 1) completed but not at a level of achievement that is worthy of credit, or 2) have not been completed and there was no agreement between the instructor and the student that the student would be awarded an "I" (incomplete).

The final grade will be based on an average of all grades (points) received during the semester in combination with grade modifiers such as participation, growth, progress, etc.

Attendance Policy

Attendance is mandatory and is a part of your assignment grade (under the "constructive use of time" grading criteria) and have a role in the calculation of your final grades. Every missed class should be discussed with me in person.

- Attendance will be taken at the beginning of every class period. If late to class it is the student's responsibility to make sure they have been marked as present.
- After four unexcused absences a student may anticipate a lower final grade due to a lack of participation—excessive absences (**six** or more) may also result in failure of the course due to missed individual and class critiques. Scheduled deadlines for each project must be observed.
- Attending classes is a responsibility of the student. Because this course has a studio character and is based on an individual contact with the instructor, class absence affects student.
- An individual who is absent during instruction or lecture time will be responsible for getting the information from another person in the class.
- The MSU attendance policy can be found at: <http://www.missouristate.edu/registrar/catalog/attendan.html>
- If you have a medical condition which is not a formal disability, please provide a doctor's note explaining the condition and how it might impede your regular class attendance. You must still notify me of your absence and the reason, however, more absences will be excused due to such medical conditions.

Office Hours

By appointment, but I should have a wide range of availability.

Academic Dishonesty

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the University's academic integrity policy plus additional more-specific policies for each class. The University policy, formally known as the "Student Academic Integrity Policies and Procedures" is available online at http://www.missouristate.edu/policy/Op3_01_AcademicIntegrityStudents.htm and also at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy. Projects that are late for the given deadlines will have their grades automatically lowered by one full grade.

Statement of Nondiscrimination

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, 417.836.4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at www.missouristate.edu/equity/.

Disability Accommodation Policy

To request academic accommodations for a disability, contact the Director of the Disability Resource Center, Meyer Library, Suite 111, 417.836.4192 or 417.836.6792 (TTY), www.missouristate.edu/disability/contact.htm. Students are required to provide documentation of disability to the Disability Resource Center prior to receiving accommodations. The Disability Resource Center refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, 417.836.4787, <http://psychology.missouristate.edu/ldc>.

Cell Phone Policy

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the Office of the Provost prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away. Other exceptions to this policy may be granted at the discretion of the instructor.

Emergency Response

At the first class meeting, students should become familiar with a basic emergency response plan through a dialogue with the instructor that includes a review and awareness of exits specific to the classroom and the location of evacuation centers for the building. All instructors are provided this information specific to their classroom and/or lab assignments in an e-mail prior to the beginning of the fall semester from the Office of the Provost and Safety and Transportation. Students with disabilities impacting mobility should discuss the approved accommodations for emergency situations and additional options when applicable with the instructor. For more information go to <http://www.missouristate.edu/safetran/51597.htm> and <http://www.missouristate.edu/safetran/erp.htm>.

Grade Privacy

Students' grades are not to be posted publicly. The Family Rights and Privacy act of 1974 (FERPA) forbids release of educational records unless authorized by statute. The University's plus/minus grading system can be found at <http://www.missouristate.edu/registrar/grades.html>

Dropping a Class

It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. For information about dropping a class or withdrawing from the university, contact the Office of the Registrar at 836.5520.

Faculty may also wish to include relevant drop deadlines. See Academic Calendars (www.missouristate.edu/registrar/acad_cal.html) for deadlines.

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Acknowledgment _____

I have carefully reviewed the syllabus for DES 340, section 001, which is being offered under the instruction of Brian Norris.

By signing this statement I verify that I understand all of the regulations, policies and procedures outlined in the syllabus of this course, including the grading policies.

Name

Date