Art 356A Web Design II

Spring 2012 / Tues & Thurs 1–3:50 pm / 3 units

Continued study of information architecture and its application to web design, technology, and acuity with a comprehensive understanding of the experimental processes, techniques and methodology found therein. Prerequisite: Art 355A

Melissa Flicker / maflicker@csupomona.edu / www.csupomona.edu/~maflicker / Office Hours MW 10:30 am–12 pm & TTh 4–5 pm in 13–2114

Outcomes Students will:

A Utilize normative and experimental web processes as a design system and problem solving methodology to its fullest extent.

B Demonstrate excellent use of, and sensitivity to, type and image within the linear and non-linear environment.

C Create thought-provoking and experimental linear and non-linear visual communication through storyboards, flow charts, experimentation and systematic sequencing within the web environment. The student must utilize this knowledge to clearly communicate a concise concept through the language of graphic design.

D Apply pre-design research and post-design analysis when dealing with complex problem solving and cross platform coding. This pre-design research will include a self-motivated exploration of the diverse processes and techniques within the medium.

E Demonstrate thorough knowledge of web technology, interactivity, and complex and non-linear methodology.

F Be self-motivated so that they may be better equipped to research the current technology, embrace its limitations, and stretch its potential for communication design.

Environment The following will serve as common ground:

★ Class sessions consist of lecture, discussion, exercises/tutorials, project critiques and lab time. Expect to spend at least ten hours per week outside class to complete assignments. Please be prepared at the beginning of class with all assigned work and supplies.

★ All projects submitted must be composed of the student's original work.

★ Please demonstrate courtesy to your peers. During critiques it is expected that you listen to all presentations and respond with constructive comments. **Specifically (and especially) this means no texting, emailing, facebooking, tweeting, chatting, blogging, googling, youtubing, skyping or oovooing...** Your classmates will return the favor.

★ Full participation in critiques is expected. This involves posting your own work for review, thoughtful analysis/interpretation of your classmates' work and verbal or written articulation.

Grades How to earn points in this class: (500 total points)

★ Discussion Boards: 5 forums x 10 points each = 50 points
★ Checkpoints: 5 checkpoints x 10 points each = 50 points

★ Website Project: Weeks 1–6 (due Thursday 5/3/12) = 150 points
★ Networking/Blog: Weeks 6–7 (due Thursday 5/10/12) = 50 points
★ Mobile Site: Weeks 8–9 (due Thursday 5/24/12) = 100 points
★ HTML newsletter: Week 9–10 (due Thursday 5/31/12) = 100 points

Materials
Recommended
Above the Fold by Brian Miller

In addition to standard art supplies, students need access to a computer with a text editor, ftp software, the Adobe Creative Suite (ideally a laptop that should be brought to class), 2 sizes and colors of post-its (3x3 and 2x1.5), writeable cds/labels and a digital camera is recommended.

Attendance
Each absence will result in a loss of 10 points off of your total points for the quarter. No exceptions.

Each time you are late to class will result in a loss of 5 points off of your total points for the quarter.

Academic Integrity*
All forms of academic dishonesty at Cal Poly are a violation of university policy and will be considered a serious offense, even grounds for expulsion. Plagiarism is intentionally or knowingly presenting words, ideas or work of others as one's own work. Plagiarism includes copying homework, copying computer programs, using a work or portion of a work written or created by another but not crediting the source, using one's own work completed in a previous class for credit in a different class without permission, paraphrasing another person's work without giving credit, and borrowing or using ideas without giving credit.
* From the University Catalog

Reminders...
Completion of all projects is required to pass the course. Assignments are due at the start of class, no exceptions.

NO LATE ASSIGNMENTS ACCEPTED

Any projects that use stock images or clip art will lose 20 points automatically before the project is even graded.

Grading Spectrum

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
470–500 pts	450–469 pts	435–449 pts	420–434 pts	400–419 pts	385–399 pts	370–384 pts	350–369 pts	335–349 pts	320–334 pts	300–319 pts	0–299 pts

A / A-		B+ / B / B-		C+ / C / C-		D+ / D / D-		F	
| outstanding work		| very good work		| good work		| below average work		| unacceptable work	
| excellent insight/creativity		| above average insight/creativity		| average insight/creativity		| poor insight/creativity		| site is incomplete and/ or shows a lack of planning and effort	
| exceptional attitude		| very good attitude		| good attitude		| poor attitude			
| great participation		| very good participation		| good participation		| minimal participation			
| exceeds expectations		| meets expectations		| meets expectations		| does not meet expectations			
| site correctly performs all objectives and displays mastery of course content		| site correctly performs all objectives using expected methods based on content		| site correctly performs all required objectives		| site does not correctly perform required objectives			