

Web Design Fundamentals – 14 Week Workplan (With Integrated Workshops)

Week 1 – Introduction & Case Study Kickoff

Goal: Apply design principles to evaluate websites.

1. **Mini-Theory Primer:** Design principles (contrast, alignment, repetition, proximity, white space, accessibility). Instructor demo with a good vs bad site.
 2. **Guided Activity:** In pairs, analyze 2 sample websites using a checklist.
 3. **Independent Task:** Evaluate a site related to the case study theme, write strengths/weaknesses.
 4. **Reflection:** Which design principle will be hardest to apply to your own project?
 5. **Deliverable:** Website Evaluation Report (Mini-Project 1, Part A).
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Week 2 – User Research & Requirements

Goal: Translate user needs into requirements.

1. **Mini-Theory Primer:** Personas, scenarios, project requirements.
 2. **Guided Activity:** Build a persona together as a class (walkthrough).
 3. **Independent Task:** Create personas + requirements doc for the case study.
 4. **Reflection:** How do user needs shape website goals?
 5. **Deliverable:** Personas & Requirements Document (Mini-Project 1, Part B).
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Week 3 – Information Architecture & Content Strategy

Goal: Organize content effectively.

1. **Mini-Theory Primer:** Sitemaps, navigation patterns, content inventory.
 2. **Guided Activity:** Evaluate an existing website's navigation with peers.
 3. **Independent Task:** Create a sitemap + content inventory for case study.
 4. **Reflection:** Which navigation structure best serves your users?
 5. **Deliverable:** Sitemap & Content Inventory.
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Week 4 – Wireframing (Low-Fidelity Mockups)

Goal: Translate content into layout ideas.

1. **Mini-Theory Primer:** Wireframes vs mockups, layout grids.
 2. **Guided Activity:** As a group, sketch a homepage wireframe on whiteboard.
 3. **Independent Task:** Sketch homepage + 1 interior page wireframe.
 4. **Reflection:** How did wireframing clarify your design ideas?
 5. **Deliverable:** Wireframes (Mini-Project 2, Part A).
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Week 5 – Visual Design & High-Fidelity Mockups

Goal: Apply UI design and accessibility.

1. **Mini-Theory Primer:** Typography, color, hierarchy, contrast, UI kits.
 2. **Guided Activity:** Critique a sample mockup together.
 3. **Independent Task:** Create high-fidelity mockups in Figma/Adobe XD.
 4. **Reflection:** How does your visual design align with accessibility?
 5. **Deliverable:** High-Fidelity Mockups (Mini-Project 2, Part B).
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Week 6 – Responsive Design Basics

Goal: Plan for multi-device layouts.

1. **Mini-Theory Primer:** Responsive grids, breakpoints, mobile-first design.
 2. **Guided Activity:** Compare desktop vs mobile versions of popular sites.
 3. **Independent Task:** Create responsive wireframes or mockups for homepage.
 4. **Reflection:** Which design decisions changed most when moving to mobile?
 5. **Deliverable:** Responsive Layout Plan.
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Week 7 – HTML Fundamentals

Goal: Implement semantic structure.

1. **Mini-Theory Primer:** Semantic tags, structure of a webpage.
 2. **Guided Activity:** Build a simple page live in class.
 3. **Independent Task:** Code homepage in semantic HTML.
 4. **Reflection:** How does semantic HTML improve accessibility?
 5. **Deliverable:** Coded HTML Homepage (Mini-Project 3, Part A).
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Week 8 – CSS Fundamentals

Goal: Style pages effectively.

1. **Mini-Theory Primer:** CSS selectors, colors, fonts, spacing.
 2. **Guided Activity:** Style a shared example page in small groups.
 3. **Independent Task:** Apply CSS to your homepage.
 4. **Reflection:** Which CSS rules had the most impact on your design?
 5. **Deliverable:** Styled Homepage with CSS (Mini-Project 3, Part B).
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Week 9 – HTML + CSS Layouts

Goal: Build structured layouts.

1. **Mini-Theory Primer:** Flexbox, Grid, multi-section layouts.
2. **Guided Activity:** Recreate a provided wireframe layout as a group.
3. **Independent Task:** Build multi-section homepage (header, hero, footer).

4. **Reflection:** How do CSS layouts improve usability?
 5. **Deliverable:** Multi-Section Homepage.
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Week 10 – UI Interactions & Forms

Goal: Add interactivity for users.

1. **Mini-Theory Primer:** Forms, buttons, hover states, basic JS-enhanced behavior.
 2. **Guided Activity:** Add a form together in class, check accessibility.
 3. **Independent Task:** Build a form page (signup, feedback, etc.).
 4. **Reflection:** What design choices made your form easier to use?
 5. **Deliverable:** Functional Form Page.
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Week 11 – Accessibility & Usability

Goal: Test and improve accessibility.

1. **Mini-Theory Primer:** WCAG, screen readers, contrast checkers.
 2. **Guided Activity:** Use tools (WAVE, axe, Lighthouse) on sample sites.
 3. **Independent Task:** Test your own site, record fixes.
 4. **Reflection:** What accessibility improvements had the biggest impact?
 5. **Deliverable:** Accessibility Report.
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Week 12 – Project Implementation (Part 1)

Goal: Start multi-page site build.

1. **Mini-Theory Primer:** Linking pages, navigation systems.
 2. **Guided Activity:** Code simple 3-page structure as a class.
 3. **Independent Task:** Implement homepage + 2 subpages.
 4. **Reflection:** What challenges arise in scaling from 1 to multiple pages?
 5. **Deliverable:** Draft Multi-Page Site (Mini-Project 4, Part A).
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Week 13 – Testing & Iteration

Goal: Refine site with testing.

1. **Mini-Theory Primer:** Iterative design, usability testing, peer feedback.
 2. **Guided Activity:** Peer-review session: swap sites & test navigation.
 3. **Independent Task:** Refine site based on feedback + testing.
 4. **Reflection:** What changes most improved usability?
 5. **Deliverable:** Updated Multi-Page Site (Mini-Project 4, Part B).
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Week 14 – Project Showcase & Reflection

Goal: Demonstrate and reflect.

1. **Mini-Theory Primer:** Presenting design decisions professionally.
 2. **Guided Activity:** Showcase walkthrough with peer Q&A.
 3. **Independent Task:** Finalize project & prepare presentation.
 4. **Reflection:** What was your biggest learning moment in this course?
 5. **Deliverable:** Final Multi-Page Website + Presentation + Reflection Report.
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☒ This structure keeps **every week consistent**, while also **scaffolding toward the final project**.

- Weeks 1–3 → Planning & evaluation.
- Weeks 4–6 → Mockups & design.
- Weeks 7–11 → Coding & accessibility.
- Weeks 12–14 → Implementation, testing, final showcase.