

DIGD 206-1: FOUNDATIONS IN WEB DESIGN AND STRATEGY

17FL (2017 Fall)

Course Schedule

(subject to change)

Week 1: Wed Aug 23

Course introduction; web design thinking
Design principles and usability

Learning outcomes: Evaluate “good” vs. “bad” sites for speed, readability, user tasks, accessibility, responsiveness. Identify client requirements. Review general design principles and apply to the digital environment. Understand introductory usability and user experience concepts.

Week 2: Wed Aug 30

Website workflow and documentation
Introduction to responsive web design

Learning outcomes: Gain understanding of general website design documentation and production workflow, effective file structuring. Apply responsive web design thinking to workflow.

Week 3: Wed Sept 6

Visual design and typography

Learning outcomes: Review use of Photoshop (or similar) to create medium/high fidelity designs. Gain understanding of use of raster vs. vector graphics on the web. Apply typographic principles to the digital environment.

Week 4: Wed Sept 13

HTML and CSS, part 1 (basics and box model)

Learning outcome: Write HTML markup for basic structuring of content and CSS styling (box model).

Week 5: Wed Sept 20

HTML and CSS, part 2 (navigation, layout and positioning)

Learning outcome: Write HTML markup for navigation, CSS for layout, and positioning.

Week 6: Wed Sept 27

HTML and CSS, part 3 (forms, images, and other media)

Learning outcome: Write HTML markup for forms, images, audio, and video, CSS for background images, etc.

Week 7: Wed Oct 4

Responsive web design

Learning outcomes: Write HTML markup and CSS media queries, background image manipulation. Use developer tools in browser to test designs.

Week 8: Wed Oct 11

Presentations and user testing

Present portfolio sites in front of class, appraise and critique peer portfolio site.

Due today: Project #1 presentation (in class), presentation file and Slack critique (by end of class)

Mon Oct 16

Midterm grades due

Week 9: Wed Oct 18	JavaScript, jQuery, and interaction Social media and analytics; Web hosting
Learning outcomes: Gain understanding of basic interaction on the web. Incorporate social media into website designs. Gain basic understanding of web analytics. Upload files to web hosting using FTP.	
Week 10 Wed Oct 25	Wordpress and CMS
Gain introductory-level understanding of content management systems such as Wordpress.	
Week 11: Wed Nov 1	CSS Frameworks
Learning outcome: Gain introductory-level understanding of CSS frameworks such as Bootstrap.	
Due today: Wordpress URL and template you selected for Project #2 (by end of class)	
Week 12: Wed Nov 8	HTML & CSS, part 4
Learning outcomes: Write additional useful HTML markup, CSS for transitions and animations, vendor prefixes.	
Week 13: Wed Nov 15	Studio time / TBA
Week 14: Wed Nov 22	THANKSGIVING RECESS (NO CLASS)
Week 15: Wed Nov 29	Studio time / TBA
DATE TBA	Final presentation/critiques
Due today: Project #1 presentation, documentation and code, Project #2 presentation, evaluations, presentation file, Project #3 presentation, code, URL, and presentation file	
Fri Dec 15	Grades due/available to students