

DIGD 307: ADVANCED WEB DESIGN AND STRATEGY

16FL (2016 Fall)

Course Schedule

Week 1: Mon Aug 22

Course introduction, review web design workflow
Review foundations HTML and CSS

Learning outcome: Identify user requirements and generate web design workflow deliverables. Review and write HTML markup for attributes and elements, page titles, paragraphs, headings, lists, images, tables, and forms. Review and write CSS selectors, properties, values, colors, text size and shape, margins and padding, and borders.

Week 2: Mon Aug 29

Responsive Web Design, part 1 (mobile-first, multiple devices)

Learning outcome: Gain understanding of current practices in mobile-first design, retrofitting, and designing for multiple devices as a prelude to intermediate and advanced HTML and CSS concepts. (Part 2 of Responsive Web Design is later in the semester.)

Week 3: Mon Sept 5

LABOR DAY (NO CLASS)

Week 4: Mon Sept 12

Intermediate HTML, parts 1 & 2

Learning outcome: Write HTML markup for <div> and , special text (abbreviation, quotations, code, addresses, definitions, bi-directional, editorial), <meta>, table rowspan and colspan, lists, semantic structuring.

Week 5: Mon Sept 19

Intermediate CSS, parts 1 & 2

Week 6: Mon Sept 26

Intermediate CSS, part 3

Write CSS for class and ID selectors, grouping and nesting, pseudo classes, shorthand, background images, specificity, the display property, pseudo elements, page layout/positioning.

Week 7: Mon Oct 3

Advanced HTML, parts 1 & 2

Week 8: Mon Oct 10

Advanced HTML, parts 3 & 4

Learning outcome: Write HTML markup for special text (time, mark, presentation), conditional comments, tables (columns, headers, footers), links (accessibility), forms (accessibility, input types, attributes, data lists), embedded content (video and audio).

Week 9: Mon Oct 17

Advanced CSS, parts 1 & 2

Week 10: Mon Oct 24

Advanced CSS, part 3 & 4

Learning outcome: Write CSS for rounded corners, shadows, universal/child/adjacent selectors, advanced colors, at-rules, icon fonts, sprites, transitions (motion graphics), backgrounds (multiple, size, origin), transforms, gradients, CSS Grid and Flexbox.

Week 11: Mon Oct 31	Principles of UX
Learning outcome: Apply user experience design principles (the fold, accessibility, minification/loading speed, optimization, design for multiple devices, analytics, color theory and composition, typography) to website design. (Presentation of in-class project work-in-progress. Start Slack critiques here.)	
Week 12: Mon Nov 7	Responsive web design, part 2 (grids and media queries)
Learning outcome: Write HTML and CSS for mobile-first, responsive designs (grids and media queries, retrofitting, mobile-first, multiple devices).	
Week 13: Mon Nov 14	Semiotics, Introduction to JavaScript & jQuery, part 1
Learning outcomes: Apply introductory understanding of semiotics to website design. Recognize basic JavaScript functions and variables, utilize pre-written scripts in website designs.	
Week 14: Mon Nov 21	Introduction to JavaScript & jQuery, part 2
Learning outcome: Recognize basic JavaScript functions and variables, utilize pre-written scripts in website designs. Experiment with and utilize jQuery plugins in website designs.	
Week 15: Mon Nov 28	Studio time / TBA
Week 16: Mon Dec 5	Studio time / TBA
Week 17: DATE TBA	Final presentations/critiques
Fri Dec 16	Grades due/available to students