

## **DIGD 206-2: FOUNDATIONS IN WEB DESIGN AND STRATEGY**

***17SP (2017 Spring)***

### **Thursday Course Schedule**

(subject to change)

Week 1: Thurs Jan 12

Course introduction; Web design thinking  
Design principles and usability

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

Week 2: Thurs Jan 19

Website workflow and documentation  
Introduction to responsive design

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

Week 3: Thurs Jan 26

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: Thurs Feb 2

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: Thurs Feb 9

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

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

Week 6: Thurs Feb 16

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: Thurs Feb 23

Responsive design

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

Week 8: Thurs Mar 2

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.

Mon Mar 6	Midterm grades due
Week 9: Thurs Mar 9	Presentations and user testing
Present portfolio sites in front of class, appraise and critique peer portfolio site.	
<b>Due today:</b> <i>Project #1 presentation (in class), presentation file and Slack critique (by end of class)</i>	
Week 10: Thurs Mar 16	SPRING BREAK (NO CLASS)
Week 11: Thurs Mar 23	Wordpress and CMS
Gain introductory-level understanding of content management systems such as Wordpress.	
Week 12: Thurs Mar 30	CSS Frameworks
Learning outcome: Gain introductory-level understanding of CSS frameworks such as Bootstrap.	
<b>Due today:</b> <i>Wordpress URL and template you selected for Project #2 (by end of class)</i>	
Week 13: Thurs Apr 6	HTML & CSS, part 4
Learning outcomes: Write additional useful HTML markup, CSS for transitions and animations, vendor prefixes.	
Week 14: Thurs Apr 13	Studio time / TBA
Week 15: Thurs Apr 20	Studio time / TBA
Week 16: Thurs Apr 27	Final presentations/critiques
<b>Due today:</b> <i>Project #2 presentation (in class), evaluations, presentation file (by end of class), Project #3 presentation (in class), URL and presentation file (by end of class)</i>	
Mon May 1	
<b>Due today:</b> <i>Project #1 documentation and code, Project #3 documentation and code</i>	
Thurs May 11	Grades due/available to students