

DIGD 206-1: FOUNDATIONS IN WEB DESIGN AND STRATEGY

17SP (2017 Spring)

Tuesday Course Schedule

(subject to change)

Week 1/2: Tues Jan 17

Course introduction; web design thinking
Design principles and usability
Website workflow and documentation
Introduction to responsive design

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

Week 3: Tues Jan 24

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: Tues Jan 31

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: Tues Feb 7

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

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

Week 6: Tues Feb 14

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: Tues Feb 21

Responsive design

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

Week 8: Tues Feb 28

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: Tues Mar 7	Presentations and user testing
Present portfolio sites in front of class, appraise and critique peer portfolio site.	
Due today: <i>Project #1 presentation (in class), presentation file and Slack critique (by end of class)</i>	
Week 10: Tues Mar 14	SPRING BREAK (NO CLASS)
Week 11: Tues Mar 21	Wordpress and CMS
Gain introductory-level understanding of content management systems such as Wordpress.	
Week 12: Tues Mar 28	CSS Frameworks
Learning outcome: Gain introductory-level understanding of CSS frameworks such as Bootstrap.	
Due today: <i>Wordpress URL and template you selected for Project #2 (by end of class)</i>	
Week 13: Tues Apr 4	HTML & CSS, part 4
Learning outcomes: Write additional useful HTML markup, CSS for transitions and animations, vendor prefixes.	
Week 14: Tues Apr 11	Studio time / TBA
Week 15: Tues Apr 18	Studio time / TBA
Week 16: Tues Apr 25	Final presentation/critiques
Due today: <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>	
Fri Apr 28	
Due today: <i>Project #1 documentation and code, Project #3 documentation and code</i>	
Thurs May 11	Grades due/available to students