

WEB I — FALL 2013

COURSE TITLE & NUMBER: WEB I — AAV 255-01 & 02

PROFESSOR: OWEN ROBERTS

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OFFICE HOURS: TBD

COURSE DESCRIPTION

This course is an introduction to web development using HTML and CSS, as well as other languages and programs. The course will consist of lectures, in-class demonstrations, studio work and group work. We will explore the use of the Internet, multimedia and software as a platform for art and design. Technical and conceptual aspects will be combined in the production of web based work.

COURSE MATERIALS

Readings and web resources will be provided on a week by week basis to go along with the lessons, including readings from Paul Rand, Tim Berners-Lee, Ted Nelson, Ray Bradbury and others.

Web resources

www.w3.org

W3Schools

CSS Zen Garden

jquery.com

rhizome.org

stackoverflow.com

jsfiddle.net

smashingmagazine.com

Suggested Reading

Internet Art by Rachel Greene

Weaving the Web by Tim Berners-Lee

Literary Machines by Ted Nelson

COURSE REQUIREMENTS

In the first half of the semester we will focus on weekly assignments designed to rapidly learn new technical skills and concepts and reinforce class lectures and demonstrations. These assignments can be done in groups of two or as individuals. Students are responsible for documenting their progress on class blogs individually. In the second half of the semester, students will propose a long term project for a website that demonstrates all of the skills required for earlier assignments. These projects must be done individually.

COURSE PURPOSE & LEARNING GOALS

Students will learn technical skills and conceptual practices for web development. This foundational course will provide a basic understanding of Internet history, art, design and current development practices, as well as the technical skills behind static designs and basic dynamic web architecture. Students will start by learning HTML and CSS to understand web design and aesthetics and work on a series web based projects.

The first seven weeks will consist of small weekly assignments intended to reinforce concepts learned in class. For the last half of the semester, students will choose a project and build a website for a personal portfolio, an art piece, a small business, or any ideas that will require full execution of the principles of the class. Students will pitch these projects to the class and receive feedback from classmates and the instructor as they work on the project each week. The end result should be a fully functioning website.

COURSE SCHEDULE

Lectures, demonstrations, studio work and assignments will be subject to change throughout the semester. Short readings will be assigned on a weekly basis.

Week 1 - Thursday 8/29 and Tuesday 9/3

Lecture: Internet History

Demonstration: HTML, setting up file structure and development environment.

Studio: Build a simple HTML website with multiple pages. Setup class blogs.

Assignment: Choose a print story, article or art work to redesign as a website.

Week 2 - Thursday 9/5 and Monday 9/9

Lecture: Evolution of design on the web.

Demonstration: More HTML, introduction to CSS.

Studio: Implement inline, internal and external style-sheets with multiple HTML pages.

Assignment: Update first week assignment with CSS styles.

Week 3 - Thursday 9/12 and Monday 9/16

Lecture: Wireframing a website.

Demonstration: Photoshop and Illustrator for web.

Studio: Layout Photoshop web page.

Assignment: Wireframe the design of an existing site.

Week 4 - Thursday 9/19 and Monday 9/23

Lecture: New standards in web design, HTML5 and CSS3.

Demonstration: CSS layout styles.

Studio: Layout elements with HTML and CSS.

Assignment: Create a two column layout with CSS and HTML.

Week 5 - Thursday 9/26 and Monday 9/30

Lecture: Internet Art.

Demonstration: FTP, DNS, setting up web server.

Studio: Set up servers, uploading pages.

Assignment: Make a piece of CSS based art.

Week 6 - Thursday 10/3 and Monday 10/7

Lecture: Basic interactivity.

Demonstration: Dynamic CSS and HTML.

Studio: Dynamic navigation menus.

Assignment: Design a menu in three to five different ways.

Week 7 - Thursday 10/10 and Monday 10/14

Lecture: HTML and CSS review.

Demonstration: HTML5 semantic tags.

Studio: Implementing HTML5.

Assignment: Use HTML5 semantic tags to create a layout.

Week 8 - Thursday 10/17 and Monday 10/21

Lecture: Multimedia.

Demonstration: HTML5 for video and audio.

Studio: Embedding multimedia.

Assignment: Proposal for final project.

Week 9 - Thursday 10/24 and Monday 11/4

Lecture: Dynamic web.

Demonstration: Intro to JavaScript.

Studio: Embedding JavaScript in HTML.

Assignment: Wireframe of final project.

Week 10 - Thursday 10/31 and Monday 11/11

Lecture: Interactivity on the web.

Demonstration: Basics of JavaScript.

Studio: Using JavaScript for animation.

Assignment: Layouts for final.

Week 11 - Thursday 11/7 and Monday 11/18

Lecture: Modern web practices.

Demonstration: Basic JQuery.

Studio: JQuery animation.

Assignment: Basic HTML and CSS for final.

Week 12 - Thursday 11/14 and Monday 11/25

Lecture: Online narrative and literary experiments.

Demonstration: More JavaScript.

Studio: Adding animation, JavaScript to finals.

Assignment: Media plan for final.

Week 13 - Thursday 11/21 and Monday 12/2

Lecture: Web architecture, front-end and back-end.

Studio: Work on finals.

Assignment: Work on final.

Week 14 Thursday 12/5 and Monday 12/9

Final critiques.

GRADING

Students are expected to keep blogs documenting their work and show work in each class. Students will also be required to critique each other. Final projects will be submitted as published websites or an archive of files. Students are responsible for keeping documentation, backups and archives of work.

Grades will be based on the following criteria:

Overall quality of work and completion of assignments: 25%

Participation in critiques: 20%

Participation in studio: 20%

Final project execution: 35%

SELECTED TCNJ POLICIES

TCNJ's final examination policy is available on the web:

<http://www.tcnj.edu/~academic/policy/finaevaluations.htm>

Attendance

Every student is expected to participate in each of his/her courses through regular attendance at lecture and laboratory sessions. It is further expected that every student will be present, on time, and prepared to participate when scheduled class sessions begin. At the first class meeting of a semester, instructors are expected to distribute in writing the attendance policies which apply to their courses. While attendance itself is not used as a criterion for academic evaluations, grading is frequently based on participation in class discussion, laboratory work, performance, studio practice, field experience, or other activities which may take place during class sessions. If these areas for evaluation make class attendance essential, the student may be penalized for failure to perform satisfactorily in the required activities. Students who must miss classes due to participation in a field trip, athletic event, or other official college function should arrange with their instructors for such class absences well in advance. The Office of Academic Affairs will verify, upon request, the dates of and participation in such college functions. In every instance, however, the student has the responsibility to initiate arrangements for make-up work.

Students are expected to attend class and complete assignments as scheduled, to avoid outside conflicts (if possible), and to enroll only in those classes that they can expect to attend on a regular basis. Absences from class are handled between students and instructors. The instructor may require documentation to substantiate the reason for the absence. The instructor should provide make-up opportunities for student absences caused by illness, injury, death in the family, observance of religious holidays, and similarly compelling personal reasons including physical disabilities. For lengthy absences, make-up opportunities might not be feasible and are at the discretion of the instructor. The Office of Academic Affairs will notify the faculty of the dates of religious holidays on which large numbers of students are likely to be absent and are, therefore, unsuitable for the scheduling of examinations. Students have the responsibility of notifying the instructors in advance of expected absences. In cases of absence for a week or more, students are to notify their instructors immediately. If they are unable to do so they may contact the Office of Records and Registration. The Office of Records and Registration will

notify the instructor of the student's absence. The notification is not an excuse but simply a service provided by the Office of Records and Registration. Notifications cannot be acted upon if received after an absence. In every instance the student has the responsibility to initiate arrangements for make-up work.

TCNJ's attendance policy is available on the web: <http://www.tcnj.edu/~recreg/policies/attendance.html>

Academic Integrity Policy

Academic dishonesty is any attempt by the student to gain academic advantage through dishonest means, to submit, as his or her own, work which has not been done by him/her or to give improper aid to another student in the completion of an assignment. Such dishonesty would include, but is not limited to: submitting as his/her own a project, paper, report, test, or speech copied from, partially copied, or paraphrased from the work of another (whether the source is printed, under copyright, or in manuscript form). Credit must be given for words quoted or paraphrased. The rules apply to any academic dishonesty, whether the work is graded or ungraded, group or individual, written or oral.

TCNJ's academic integrity policy is available on the web:

<http://www.tcnj.edu/~academic/policy/integrity.html>.

Americans with Disabilities Act (ADA) Policy

Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact the Office of Differing Abilities Services (609-771-2571).

Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992.

TCNJ's Americans with Disabilities Act (ADA) policy is available on the web:

<http://policies.tcnj.edu/policies/viewPolicy.php?docId=8082>