BUILDING A WEBSITE
CALIFORNIA COLLEGE OF THE ARTS

ILLUS-236-01 / ELECT-240-05
Summer 2018, July 9 - August 15
M/Tu/W/Th, 2am-6pm, SANF LAB C

Instructor, *Joyce Rice*
Contact, *jrice2@cca.edu, 312-523-6359*
Office hours, *by appointment*

I. Rationale and prerequesites

Having a significant web presence is essential to a modern career in art and design. This course teaches the process of designing, developing, and deploying a successful, discoverable website. We will cover: site design, wire framing, coding in the standard HTML/CSS/Javascript stack, version control, and deploying sites to the web. We will also cover the strategic use of social media streams and blogs to build a following and drive traffic to your site. The class culminates with a final project: each student creates and deploys a portfolio site with an accompanying blog and social media stream. Students will focus on technical craft, design theory, best practices, and how to continue growing and updating your web presence after this class.

II. Course aims and outcomes

Students who successfully complete this course will be able to:

> » Design, build, and deploy webpages using HTML, CSS, and Javascript libraries

> » Create a digital media strategy that puts their work in front of new people

> » Evlautate their digital impact and make strategic changes accordingly

Learning Outcomes

Visual Communication: the ability to represent one's ideas visually.

Written Communication: the ability to express ideas in writing.

Interdisciplinarity: the ability to draw from multiple fields of study or to define new fields, expanding and bridging disciplines, transgressing boundaries.

Research Skills: capability in information gathering, documentation, investigation, analysis, interpretation, and evaluation.

III. Course Materials

There are no required texts to purchase for this class. All readings will either be available online, or will be made available as .pdfs to students by the instructor.

Students will be required to purchase a domain name and web hosting through 1and1.com for at least one month (beginning at instructor's assignment). This cost is not to exceed $20 USD.

Much of the work in this course will be performed on computers using software available in the

computer lab, including Adobe Experience Design and Text Wrangler.

Students are required to bring a sketchbook and preferred sketching materials for in-class work.

IV. Grade breakdown by percentages

In class assignments: 35%

Final project: 45%

Class participation: 20%

V. Course Design and Conduct policies

This is a four-hour class with two ten minute breaks. You are expected to be on time, present, and participatory in each class session. Assignments, including readings, must be completed **before class** on the day they are due. Class will be conducted in our assigned room SANF LAB C.

Class time will be comprised of: lectures on technicagl concepts; demos on tools and techniques; class discussion and exercises; assignments applying new tools/techniques; class critiques; and studio time. You will be graded for participation in each of these areas. Open studio time is for working on class assignments and one-on-one Q&A with the instructor on specific challenges.

Food and drink are not allowed in the computer lab.

VI. Access & Wellness Services

Students with disabilities, including disabilities that are not clearly evident like chronic diseases or learning disabilities, are encouraged to notify their instructor after class or during office hours. CCA will make reasonable accommodations for persons with documented disabilities. Students should contact Suzanne Raffeld, Director of Access and Wellness Services (e-mail: **sraffeld@cca. edu** or phone: **(510) 594-3775**), to answer any questions or for assistance. For more information, consult CCA's webpage at: **http://www.cca.edu/students/resources/disability**.

VII. Final project

In addition to in-class exercises and reading assignments, the bulk of this course will be spent working on a digital design portfolio website and ancillary social media streams. This website will be designed to incorporate skills and concepts learned over the six weeks.

There will be several in-class critiques for this project over the course of the semester. This project will be published online and presented formally during the final class period.

Schedule of meeting topics and homework

(subject to change)

WEEK 1

Monday
Introduction to this course
Homework: 1. Map a site not mapped in class, email it to me. Due tomorrow.
2. Make an account on Github.com. Due tomorrow.
3. Begin social media stream project, due final class period. Develop a plan for what kind of content you will populate that channel with over the next six weeks.

Tuesday
Intro to HTML
Homework: Create a site map for an HTML site about your favorite artist. It must include one linked page, an outgoing link, an image, and headings. Properly tag all text. Email me a zipped file. Due tomorrow.

Wednesday
Intro to CSS
Homework: Use styles to create a global look for your site about your favorite artist. Due tomorrow.

Thursday
Mini crit / Web design and wireframing
Homework: Create a sitemap and wireframe a site about your favorite art movement. It should include a landing page, a page about the history, and a page of works by one of the movement leaders. Write the HTML and CSS for the index page. Due Monday.

WEEK 2

Monday
Version Control
Homework: Create a repo, clone it to your local machine. Invite me to collaborate. Add the HTML and CSS for your wireframed index page about an art movement, and create styled pages for the history and artist pages. Commit after each big step. Deploy to GitHub pages. Request my review. Due tomorrow.

Tuesday
A Deeper Dive into HTML
Homework: Create a site map and wireframes for a tour-guide site about a city you know a lot about. It should have a landing page, two additional linked pages, and a consistent style. Write the HTML organizing the menu using an unordered list in the header tag. Include a consistent footer. Read the site through a screen reader. Deploy to GitHub pages and request my review. Due tomorrow.

Wednesday
A Deeper Dive into CSS
Homework: Write the CSS to make your website match your wireframes. Deploy to GitHub pages and request my review. Due tomorrow.

Thursday
Mini crit / Blogging
Homework: Install your blog. Plan 4 blog posts, one for each week the rest of this semester. Write and publish your first post. Due Monday.

WEEK 3

Monday
Interaction design + jQuery
Homework: Create a sitemap and wireframes for a website about your favorite cuisine. Write the HTML for a single page, and use jQuery reveal 5 fun facts about your topic. Commit to git after each step. Deploy to GitHub pages. Request my review.

Tuesday
A deeper dive into jQuery / Debugging
Homework: Write the HTML and CSS for another page on your cuisine site, and use jQuery to hide and reveal 10 new recipes using only class-based selctors (no ID's). Commit to git after each step. Deploy to GitHub pages. Request my review.

Wednesday
Libraries / User testing
Homework: In a new repo, write it up in HTML and style using CSS. Use a library (besides jQuery). Conduct a short User Testing session with another person. Write a short paragraph about your User Testing session, include as a .txt file with your code. Deploy to GitHub pages, request my review.

Thursday
Portfolio brand
Homework: Create a site map and wireframes for your portfolio site. Further instructions on Final Project Rubrick. Buy webspace at 1&1.com. Due next Monday.

WEEK 4

Monday
Wireframes critique

Tuesday
Documenting your work
Homework: Create a set of wireframes for a template for a project page in your portfolio, if you

haven't already. Create a repo for your portfolio if you haven't already. Write the HTML, CSS, and JS for your project template. Push to GitHub pages and request my review.

Wednesday
Documenting your experience / Call-to-action
Homework: Create About/Contact and resume pages for your site. Highlight specific skills / accomplishments and include a prominent call-to-action. Conduct a short user testing session on this page, and write a paragraph about it in a .txt file. Request my review on your About/Contact code, and write a short write-up about your user-testing session.

Thursday
Deployment
Homework: Deploy all of your homework for the class thus far to your webspace. Create an overview page that links to each one. Request my review. Due Monday.

WEEK 5

Monday
Analytics
Homework: Set up google analytics on a page you have online. Find a partner and visit each others' sites through different mechanisms.

Tuesday
TBD

Wednesday
Open studio

Thursday
Critique - rough site

WEEK 6

Monday
Content management systems

Tuesday
Open studio

Wednesday
Critique - Final presentation

PORTFOLIO PROJECT

Requirements

- **Written using HTML + CSS (jQuery optional)**
  You must code your website from scratch. Your HTML and CSS should be formatted as taught in class, include comments describing functionality, and unused code should be deleted.

- **Deployed to your webspace**
  Your website must live on a domain you own.

- **Respond to in-class critique**
  Before the final presentation there will be a full-class critique of your wireframes and your rough site. During these sessions you will get valuable feedback from your classmates and instructor about the experience of navigating your portfolio, and you should respond meaningfully to design concerns.

- **Include five or more portfolio projects and a way to contact you**
  Each project must be properly documented with professional copy and images. You must also include information about how and why to contact you.

- **Be completed and ready to turn in by 2pm on the final class period**
  There will be an in-class presentation starting at 2pm on the final class period of the session. Your website must be ***complete, deployed, and submitted to the instructor via email*** as a zipped folder before this class period.

SOCIAL STREAM / BLOG

Requirements

• **Purely professional social media stream**
This can be on Instagram, Twitter, Facebook, or LinkedIn. Your profile must be complete and explain what you do and how to contact you.

• **Purely professional blog**
This can be managed on WordPress, Tumblr, or another content management system, but it must be hosted on a domain you own.

• **Explicit strategy**
Your social stream and your blog must use an explicit content strategy. With your final portfolio, include a short write-up as a .txt file. Include a paragraph on your content strategy (written the first week of class), a paragraph evaluating your engagement 3 weeks in, and a paragraph about what you learned over the course of the 6 weeks.

• **Regular posting**
You must post on your social stream at least twice each week during this class, for a total of 10 posts. If you choose LinkedIn for this project you may take the first week to build out your page and post twice a week for the remaining 4 weeks, for a total of 8 posts.

You must post on your blog at least once each week, starting Week 2. Each post must be at least 500 words.

• **Link to your website**
For the final presentation, your social stream and blog must link to your website.

FINAL PRESENTATION

IN-CLASS ON THE FINAL DAY

Requirements

• **Portfolio ready to present in the browser**
Your portfolio should be complete. Open your website on a lab computer at the beginning of class.

• **Portfolio submited to the instructor:**
Commit and push your project to GitHub and request my review

• **Present your portfolio at the lectern:**
Prepare a 3-minute presentation which includes: each page of your website; your design process; your blog and social stream; your social strategy; what engagement did you see over time

• **Short critique:**
Critique your classmates' work based on clarity, ease of use, and unified message. The presentation and critique for each student will be no longer than ten minutes (timed by instructor).

• **Participation counts**