

## **WEB DESIGN CURRICULUM**

### **WDES101 Intro to Web Design**

#### **WDES101 Description**

This module is an introduction to the core concepts of web design. Focusing on information architecture, this module will cover important core concepts of the web including sitemaps, wireframes and prototypes, while also explaining the foundations of what makes a good website.

#### **WDES101 Objectives**

- Introduction to CDIA and Web Design Program
- The Web Industry, Who's Who
- History of the Web
- Web Vocabulary
- Introduction to Information Architecture
- Introduction to Web Design
- Introduction to Usability and User Experience Design
- Begin to understand the web design process involving: planning; analysis; design; and content management
- Begin to understand the web design process and its relationship to: the end-user; the designer; the developer; and the client
- Introduction to Adobe Fireworks (as a tool for information architecture)

#### **WDES101: Equipment and Supplies Needed**

- An external drive (USB/firewire flash drive)
- Web Host and Domain Name
- FTP Client

#### **WDES101: Relevant Skills and Concepts to Review Prior to First Class**

- Browse the web and view websites that you feel are "good" and sites that you feel are "bad". Think about what it is about these sites that make them either good or bad in your opinion.
- Keep an open mind and heart. This class has the main objective of getting your mind in tune with that of a WEB designer. A designer finds different ways of solving visual problems, by translating ideas and systems into graphic solutions. We all have a bit of a designer in ourselves as we choose our daily clothes for work or give directions to help someone find a certain location. However, it takes more than your own inspiration and experiences to bring web design to a professional level of sophistication. There is also the fundamental knowledge of how the web design process works in context of fulfilling the clients' needs and expectations, as well as learning a level of technical information used to reproduce and present your visual ideas. There is a difference between knowing something, and being able to represent it in a visual way.

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### WDES101: **Exercises and Deliverables**

- Research and select a Non-Profit or small business website (not ecommerce based)
  - Site analysis form
  - Sitemap of existing website (10-25 pages)
  - Redesign of existing website's sitemap (with key feature bullets)
  - Wireframe of proposed website layout
  - In-depth clickable prototype of website page layouts.

### WDES101: **Format for Deliverables**

The work that you complete for this module should be delivered to your teacher by sending an email with a link (not an attachment) to a zip file of your completed materials. The zip file should be hosted on your web server with a url that follows this structure:

**[http://www.YourSite.com/cdia/WDES101/FristName\\_LastName.zip](http://www.YourSite.com/cdia/WDES101/FristName_LastName.zip).**

The zip file should be a folder that is arranged as specified in the final deliverable handout. If anything about this is not clear, please ask your instructor for clarification.

For all work, **Keep an additional duplicate of your assignments on a secondary removable drive**. Losing information from any disk prior to final evaluation will not be an excuse for incomplete assignments. All media is fallible and you are still responsible for the assignments if you lose information on one of your Macintosh media, this pertains to all your classes. Final presentation of all your assignments is extremely critical to your final grade.

## **WEB DESIGN CURRICULUM**

### **WDES101: Optional Supplemental Readings**

Books:

- Adobe Fireworks CS4 Classroom in a book
- Above the Fold, Brian Miller
- Visual Design for the Modern Web, Penny McIntire
- Principles of Web Design, Joel Sklar
- The Design of Sites, Patterns for Creating Winning Web Sites, Van Duyne, Landay, Hong
- Learning Web Design, Jennifer Niederst Robbins
- Principles of Beautiful Web Design, Jason Beaird
- Standards Solutions, Dan Cederholm

Websites:

- [www.W3C.org](http://www.W3C.org)
- [www.W3cschools.com](http://www.W3cschools.com)
- [www.alistapart.com](http://www.alistapart.com)
- Print Design vs. Web Design file - <http://www.useit.com/alertbox/990124.html>

### **WDES101: Software Required**

- Firefox
- Adobe Fireworks
- Google Chrome/ Firefox/Safari: OSX + Windows
- Firefox/IE6/IE7/IE8/ OSX + Windows

## WEB DESIGN CURRICULUM

### WDES101: **Topics to Cover**

- Introduction to CDIA and Web Design Program
  - Curriculum Overview
  - A Day at CDIA
  - Rules of the classroom
  - Meet the instructor and each other
- The Web Industry, Who's Who
  - What jobs exist in the web?
- History of the Web
  - Brief overview of where the web was and where it is now
  - How the web works
- Web Vocabulary
  - Web Hosts
  - Domain Name Registration
  - FTP
  - Web Process
    - Client Meeting
    - Research
    - Contracts
    - Sitemaps
    - Wireframes
    - Design
    - Front-End Authoring
    - Back-End Authoring
  - Usability
  - Information Architecture
  - User Experience
- Introduction to Information Architecture
  - Sitemaps
  - Wireframes
  - Prototypes
- Introduction to Web Design
- Introduction to Usability and User Experience Design
- Introduction to Adobe Fireworks (or Photoshop, FW is preferred)

## WEB DESIGN CURRICULUM

### WDES101 **Session by Session Breakout**

#### WDES101: **Session 1-3**

- Introduction: who you are, what your background is, and why you're excited to be here
- Overview of the curriculum + What students will be able to accomplish at the end of the curriculum
- Brief History
- How the web works in plain language (how computers talk to one another)
- Software used, Languages, Terminology, Browsers and Operating System Issues.
- Color Intro, Monitor Resolution, Operating Systems
- Introduction to Resources and Statistics (eg: w3schools)
- What are the elements of a good website, in your experience?
- What is web design?
- The anatomy of Web pages
  - Header, Features, Body/content, Sidebars, Footers, Backgrounds
- Navigation (nonlinear navigation and information architecture)
- Kinds of site content (Commercial content vs. Informational content)
- Common visual and UI design patterns on the web (blue underline links, page titles, global left or top navigation).

#### WDES101: **Session 4-6**

- Research, Investigating Comparable Assets
- Creative Briefs (referencing back Analyzation Report)
- Sitemap
- Wireframe
- Usability issues and diagramming
- Intro to Prototyping

#### WDES101: **Session 7-8**

- Work