

## **WEB DESIGN CURRICULUM**

### **WDES102 Tools of Web Design**

#### **WDES102 Description**

Building upon the foundations established in the first class, this module will focus upon some of the tools that are needed by a web designer with a very heavy undertone of best practices in web design. This module will have a more formal introduction to the web tools of the Adobe Creative Suite and concentrate on preparing a design for development.

#### **WDES102 Objectives**

- Adobe Fireworks Overview
- Adobe Photoshop Overview
- Web Colors
- Web Fonts
- Web Units
- Style Guides
- Optimizing Graphics for the Web

#### **WDES102: Equipment and Supplies Needed**

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

#### **WDES102: Relevant Skills and Concepts to Review Prior to First Class**

- Information Architecture
- Usability
- Sitemaps
- Wireframes
- Adobe Fireworks

#### **WDES102: Exercises and Deliverables**

- Design a home page and inside page
  - Create a style guide
  - Slice and Prep a Design for the Web
- optimizing graphics using Photoshop, Illustrator, and Fireworks for use on the web. At the end students should be able to slice and optimize any necessary elements for the web.

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### WDES102: **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/WDES102/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.

### WDES102: **Optional Supplemental Readings**

Books:

- Book Title  
Book Author

Websites:

- [www.W3C.org](http://www.W3C.org)
- [www.W3cschools.com](http://www.W3cschools.com)
- [www.alistapart.com](http://www.alistapart.com)
- [Web Pages that Suck file](http://www.webpagethatsuck.com/) - <http://www.webpagethatsuck.com/>
- [Jakob Nielsen on Usability and Web Design file](http://www.useit.com/) - <http://www.useit.com/>

### WDES102: **Software Required**

- Adobe Photoshop
- Adobe Fireworks



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### WDES102: **Topics to Cover**

- Adobe Fireworks
  - Pages
  - Slices
  - Measurements
  - Colors
- Adobe Photoshop
  - Layer Comps
  - Slices
  - Measurements
  - Colors
- Web Colors
  - Hex colors
  - RGB
- Web Fonts
  - Web safe fonts
  - Non web safe fonts
    - Font Squirrel
    - Google Fonts
- Web Units
  - Pixels
  - Percentages
- Style Guides
  - Gathering fonts, colors, sizes, etc
- Optimizing Graphics for the web
  - GIF
  - JPG
  - PNG

## WEB DESIGN CURRICULUM

### WDES102 Session by Session Breakout

#### WDES102: Session 1-2 Photoshop

- Interface
- Tools
- File Setup for Web Document
  - Handout: WD102\_photoshop\_workspace.pdf
- Web Colors
  - <http://colorshemedesigner.com/>
  - [www.neteffect.dk/colormatch](http://www.neteffect.dk/colormatch)
- Image Formats on Web
  - <http://colorshemedesigner.com/>
  - [www.neteffect.dk/colormatch](http://www.neteffect.dk/colormatch)

*Exercise: This lesson is a review of colors and file formats on the web. At the end students should have no questions on what colors options or image formats are available to use on the web.*

*Handout: WD102MediaForWeb.pdf*

- Optimizing in Photoshop
- Optimizing in Illustrator

*Exercise: This lesson is an in-depth look at the Save for Web feature in Photoshop and Illustrator. At the end students should be able to properly optimize images, getting the file size as low as possible while still achieving great image quality and color.*

*Handout: SaveForWeb.pdf*

- Slicing in Photoshop
- Saving Slices for Web
- Slicing in Illustrator

This lesson is all about slicing your elements in Photoshop and Illustrator for use on the web. At the end students should be able to slice and optimize any necessary elements for the web.

*Handout: WD102\_Slices.pdf*

*Handout: WD102\_9\_SliceScaling.pdf*

- *Handout: WD102\_optimize\_gifs.pdf*
- *Handout: WD102\_optimize\_jpegs.pdf*
- *Handout: WD102\_optimize\_panel\_guide.pdf*
- *Handout: WD102\_SaveForWeb.pdf*
- *Handout: WD102\_SlicesPS.pdf*

- Using Layer Comps in Photoshop

- In this lesson students will learn how to use Layer Comps in Photoshop when designing a website. A layer comp is basically a snapshot of the file layers visibility, position and appearance at that point in time. This is a very useful way to design a website in one Photoshop document while staying organized for you, your client and if you are passing your native file off to another coder.

*Reference: <http://960.gs>*

*Handout: WD102\_howto\_filters\_layer\_styles.pdf*

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### WDES102: **Session 3-4 Fireworks**

- Topic
- Interface
- Property Inspector
- Animated Gifs
- Importing from Photoshop
- Images Maps
  - This lesson is to get the students familiar with the Fireworks interface and tools within. Also to demonstrate the similarities and differences from Photoshop and Illustrator to Fireworks.
    - *Handout: WD102\_FireworksAdobe.pdf*
    - *Handout: WD102\_fireworks\_panels.pdf*
- Master Page
- Pages
  - This lesson is designed to walk through the process of making a prototype in Fireworks.
- Slices
- Optimizing
  - This lesson is designed to show how to slice and optimize while in Fireworks.
  - *Handout: WD102\_SlicesFW.pdf*
- Button Symbols
- Library
- Common Library
- 9 Slice Scaling
  - Use this lesson to demonstrate the power of symbols within Fireworks, especially with the use of 9 slice scaling. By the end of the lesson students should be comfortable with making buttons and having all states sliced, named and ready to code. They should also understand how to use the 9 slice scaling tool and it's power.
  - *Handouts: WD102\_9\_SliceScaling.pdf*



## **WEB DESIGN CURRICULUM**

### **WDES102: Session 5-6**

- Design Principles and Intro to Prototyping
- Organization (refer to wireframe and sitemap)
- Hierarchy (refer to wireframe and sitemap)
- Gestalt Principles: Similarity, Proximity, Closure, Alignment, Continuance
- Color
- Imagery and Semantics

### **WDES102: Session 7-8**

- Work