CDGD304
Web Design I
Spring 2014
M 2 pm – 4 pm
Zach Kaiser
Office T-619
M 1 pm – 2 pm

Web Design I

Syllabus

Course Description

Web Design I serves as an introduction to developing content for the web. Students will be introduced to the basics of HTML, CSS, and Javascript, as well as best practices. Students will engage in readings and discussions addressing web design as a discipline, and investigate the past, present, and future of the web itself.

Why are you taking web design?

- To get a job?
- To understand how the web works?
- To begin to understand another tool to add to my toolkit of ways to make design work?

Departmental Goals

- Engage in visual problem-solving
- Acquire new technical competencies
- Explore both the theoretical and practical aspects of contemporary (web) design
- Discuss and critique your colleagues' work in an informed, constructive way.

Course Objectives

- Students will become comfortable with the basics of creating websites.
- Students will be able to articulate how websites work.
- Students will be able to create standards-compliant, static web pages using HTML and CSS, and incorporate a basic level of interactivity into sites leveraging JQuery and Javascript.
- Students will be able to develop informed opinions about the current state of web access, development, and emerging technologies.

Course Content

The course is comprised of six small projects and one final project. All project work will count towards your final grade. You will be expected to submit your projects and homework on time, in the correct format, and adhering to the requirements of the various assignments.

Evaluation/Grading

- 70% Projects/homework
- 30% Class participation

The exact assessment for each project will vary slightly, but, overall, projects will be graded on:

- Technical structure and markup
- Functionality
- Addressing the problem posed
- Consideration of visual design, legibility, and hierarchy

Evaluation of project work will be delivered via written feedback, typically assessed on a scale of 1-5 with notes on various aspects of each project.

Grade Breakdown
See attached departmental grading policy.

Course Attendance

This class meets once per week. By department and college policy, you are permitted no more than two (2) absences over the course of the semester. See attached departmental policy for lateness and absence.

I realize that the occasional emergency may arise, so I strongly encourage you to "save up" your two absences in case of genuine need.

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If you know that you will have to miss a class, please call or email a classmate and arrange to get that week's assignment; you will be expected to have completed your work when you return to class.

Course Materials

Please be sure to bring a sketchbook or notebook and writing implement. Even though this class is about "the Internet" and is primarily "digital," you might want to take notes, jot things down, and sketch out ideas or layouts. A good designer is never without a notebook and pen. You may bring your laptop with you as well, but the computers in the lab are equipped for our needs for the work you will be doing in this class.

Students with Disabilities Statement

Massachusetts College of Art and Design is committed to fostering the academic, personal, and professional growth of our students. We are especially committed to ensuring that students with documented disabilities, as defined under the Americans with Disabilities Amendments Act of 2008 (ADAAA), are provided equal access to all campus resources and opportunities. If you believe you have a disability that may warrant accommodations, I urge you to contact Ms. Erla Shehu (Erla.Shehu@massart.edu or 617-879-7692) in the Academic Resource Center, Tower 8th floor. The Academic Resource Center provides access to a learning specialist, an academic coach and professional tutors.

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Syllabus: Course Calendar

(Subject to Change)

Week	Date	What's going on
01	Jan 27	Introduction/What is the Web? HTML/CSS/JS State of the Web *In-class*: build your welcome page & FTP your site **Homework**: Fill in your information and purchase *HTML & CSS* by Duckett **Reading**: *A Dao of Web Design* by John Allsopp, *Understanding Web Design* by Jeffrey Zeldman, NYT review of *To Save Everything, Click Here*
	Jan 29	GD lecture series: Lucas Roy Kennedy Conference Center, 2nd floor noon – 1 p.m.
02	Feb 3	HTML In-depth HTML5 Semantic Structure Outlining Your Page, Nesting, Wrapping & Sandwiches *In-class*: 2 sample sites **Homework**: code (HTML only) 3rd sample site **Reading**: Duckett, Chapters 1-5 & 17, *Very Serious Populists* from TNI
03	Feb 10	Homework Review HTML beyond semantics Lists, Anchor, Links, Images, Characters *In-class*: 2-3 code exercises, adding multiple pages **Homework**: update welcome page, more recipe site (see class slide) **Reading**: *The Case for Content Strategy* by Margot Bloomstein, *Designing For Flow* by Jim Ramsey
	Feb 17	Holiday—no classes

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Week	Date	What's going on
04	Feb 24	Homework Review css in Depth Styling Cascade Hierarchy *In-class*: 2-3 style exercises **Homework**: Style 2 sites **Reading**: Duckett, Chapters 11,12,13,14; *Mastering css* by Soh Tanaka; *Improving Code Readability* by Vitaly Friedman; *css3 Bling in the Real World* by Chris Mills
	Feb 26	GD Lecture Series: Tammy Dayton/MOTH Kennedy Conference Center, 2nd Floor noon – 1 p.m.
05	March 3	Homework Review css in Depth Layout & Positioning Making it Move Simple css3 Animations & Transforms *In-class*: 2-3 style exercises,animated buttons, hover nav **Homework**: Position 2 sites **Reading**: Duckett, Chapters 10, 15, 16; *css Positioning 101* by Noah Stokes *css Floats 101* by Noah Stokes, *What is Evil to Google?* by Ian Bogost
	March 10	Spring Break—no classes
06	March 17	Homework Review What is Web Design? Designing for Users User Expectations/UX, and Wireframing *In-class*: wireframe a site, user stories **Homework**: 3 site user stories, sketches, and wireframes (shop, blog, agency, Prepare a short presentation of your wires **Reading**: *The Case for Content Strategy* by Margot Bloomstein, *Designing For Flow* by Jim Ramsey, *The Viral Self* by Rob Horning

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Week	Date	What's going on
07	March 24	Homework Review Web Design Basics Grid Systems Tools of the Trade *In-class*: start home page design of final site **Homework**: finish home page design and 1 interior page design **Reading**: *Art Direction and Design* by Dan Mall, *Taking the Guesswork Out of Design* by Daniel Ritzenthaler, *Will Algorithms Kill Creativity?*
08	March 31	Critique Final Project Responsive Design Getting Flexy Graceful Degradation *In-class*: Grid exercise **Homework**: Make Cats vs Dogs responsive, write HTML for final **Reading**: *Fluid Grids* by Ethan Marcotte; *Responsive Web Design* by Ethan Marcotte
	April 2	GD Lecture Series: Alice Drueding Kennedy Conference Center, 2nd Floor noon – 1 p.m.
09	April 7	Review Homework & Critique Final Project History of Type on the Web Legibility on Screen @font-face + licensing fonts, Lettering.js *In-class*: Font exercise (styling Gettysburg Address) **Homework**: add @font-face to cats vs dogs, start CSS for final **Reading**: Duckett: Chapter 12; *On Web Typography* by Jason Santa Maria, *The Real Privacy Problem*
10	April 14	Review Homework jQuery 101- Oh Crap, Programming API's, Social Widgets & HTML5 Forms *In-class*: pull twitter feed, , work on final project. **Homework**: Add some jQuery (slider, smoothscroll, lightbox) or social widget to your final project

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Week	Date	What's going on
	April 21	Holiday—no classes
	April 23	GD Lecture Series: Sam Pitino/Small Army Kennedy Conference Center, 2nd Floor noon – 1 p.m.
11	April 28	Working Class - Final Project
12	May 5	Seniors present final projects Working Class - Final Project
11	May 12	Final presentations

COURSE GRADING & ACADEMIC POLICY

Grades are defined as follows:

A Exceptional work in all respects

B Above average work, distinguished in certain but not all respects

C Adequate work

D Below average work. This is the lowest grade allowable for course credit

F Failing work. No credit is given

NC No Credit. Work that does not meet the expectations of the course

W Withdrawn from the course. No credit earned

Inc Incomplete. A temporary designation indicating that at least 80% of the course requirements have been met and that the remaining course requirements are required to be completed, and a permanent designation issued, by the subsequent mid-semester. The student is responsible for having an Individual Grade Sheet completed by the appropriate faculty member and filed with the registrar. If the student does not complete the course work, a non-passing grade will be issued after the midpoint of the following semester. Incompletes are offered at the discretion of the faculty. It is the student's responsibility to complete the required work by the agreed-upon deadline.

Grading

Students in Graphic Design are expected to deliver work for critique weekly, participate in classwork and class discussions, and turn in their completed work when it is due. Students are entitled to receive timely and regular evaluation of their coursework from their faculty so that they understand how they are performing in each course.

Lateness & Absence

For 3-credit courses, the policy for lateness is: 3 latenesses of more than 20 minutes each is equivalent to one full absence; 3 absences will result in a final grade of NC for the course. *For 6-credit courses, the policy for lateness is:* 4 latenesses of more than 20 minutes each is equivalent to one full absence; 4 absences will result in a final grade of NC for the course. For both 3- and 6-credit courses, an unexcused lateness of more than 1.5 hours counts as a full absence; however, the faculty encourages you to come to class even if late so that you don't miss the remainder of that class meeting.

Department Academic Progress

Students in the Graphic Design Department must maintain a C+ average in their required major courses per term to proceed in the major. Students whom the faculty feel would benefit from a check-in of their progress may receive written notice of a Mid-Semester Review for the following semester. This is not a formal review, and no special action is required of students—faculty will write up an evaluation based on the current coursework and performance of the students being reviewed.

Students who do not achieve a minimum C+ average in their major courses are considered to be on departmental probation. Any course in which a student on departmental probation receives a C or below must be retaken. Due to the sequential nature of the Graphic Design program's courses, this may entail taking a "special program" until the required course in question is offered again the following year. Such a special program will be designed by the Chair on a case-by-case basis. If the grades of a student on probation fall below a C+ average a second time, the student is subject to dismissal from the program.

Students at all levels are allowed to repeat a semester or year *only once* in the program, after which they will be dismissed from the major.

Reviews in Graphic Design occur twice a year—in December and in May; review times are posted in the Design Office the week before reviews. Review performance is factored into students' final course grades by their instructors. Students are required to attend their reviews; lateness of more than 5 minutes beyond the posted review time is considered missing the review. Missing a review without written proof of a medical or family emergency is grounds for failing all required Graphic Design courses for that semester.

Plagiarism

      Whenever your work incorporates someone else's research, images, words, or ideas, you must properly identify the source unless you can reasonably expect knowledgeable people to recognize it. Proper citation gives credit where it is due and enables your readers to locate sources and pursue lines of inquiry raised by your paper or project. For further information, see the "Introduction" to the Liberal Arts *Handbook of Citation* and the *MassArt Student Handbook.*

Disability

      Massachusetts College of Art and Design is committed to fostering the academic, personal, and professional growth of our students. We are especially committed to ensuring that students with documented disabilities, as defined under the Americans with Disabilities Amendments Act of 2008 (ADAAA), are provided equal access to all campus resources and opportunities. If you believe you have a disability that may warrant accommodations, I urge you to contact Ms. Erla Shehu (Erla.Shehu@massart.edu or 617-879-7692) in the Academic Resource Center, Tower 550. The Academic Resource Center provides access to a learning specialist, an academic coach and professional tutors.