ART 365: Design for the WWW
Towson University
Fall 2017
Tuesday, 9:30am-1:20pm
Center For the Arts, Room 4030
Instructor: Prof. Nettles, dnettles@towson.edu
Office hours: By appointment only
I will be communicating outside of class primarily through Blackboard

Recommendations from the previous class:
• Don't panic
• Ask questions
• Look for patterns
• Make sure you're working on the right file
• Always save and refresh
• Always make a copy
• Use TIme Machine so you can go back to previous versions if you screw up
• Use Google tutorials, Lynda.com and W3Schools if you don't understand something
• Use html and css validators to find your errors
"I enjoyed this class because EVERYTHING was new."
"I enjoyed this class because I created my own website and can change things the way I want to."

My recommendation:
This is not as difficult a class as learning javascript or other computer languages that require a more mathematical approach, but it will be like learning a foreign language. I find that 3rd and 4th year students do better in this class because they have a stronger knowledge of the elements of design, are more used to doing projects (looking at source material, sketching to explore ideas, tight comps to refine them, and producing the final product), are more familiar with design programs, and are willing to persist when things don't work out the way they planned.

LEARNING OUTCOMES
Course Catalog Description:
Authoring techniques as related to interactivity, information design and digital imaging.
Prerequisite: Art 217 Digital Concepts: Image And Surface

Course Description:
This course provides a thorough introduction to formal, conceptual and technical issues related to the production of websites. Emphasis is placed on user experience, interface and information design. The class offers a foundation to web design through research, readings, and discussions on various topics including historical perspectives and new innovations in user experience and development. The course provides an introduction to the diverse scope and potential of screen-based media. The primary goal of this course is to provide students with an industry-based, real world practice. Basic scripting concepts, tools and techniques, visual concepts, and integration of various media are introduced to provide students with the necessary skills to begin exploring their own creative approaches to web design.

Learning Objectives:
This is a studio course that helps students investigate formal, informal, conceptual, and aesthetic approaches to the World Wide Web. These are the general objectives that will be covered during the semester.

Basic structure of the World Wide Web
Hand Coding
    Basics of HTML and CSS
    Adding negative space to make your site more readable
    Color formats
    Optimizing images for the Web
    Fonts for the Web
    Navigation
    Using css across the website
Dreamweaver
    Creating a document structure
    Creating a mobile structure
    Creating templates for consistency
    Adding javascript/jQuery
    Adding video
    Adding contact forms
Troubleshooting techniques
Research
    Creating color pallets
    Testing fonts
    Researching web examples
    Creating custom designs based on web examples
    Creating tight comps in InDesign
    Building a site structure based on tight comps

Application Software That We Will Use
Brackets (http://brackets.io — both), BBEdit (https://www.barebones.com/products/bbedit/ — Mac), Notepad++(https://notepad-plus-plus.org — PC)
Web browser (preferably Google Chrome)
Dreamweaver CC
FTP client in Dreamweaver CC or FileZilla
Photoshop CC, Illustrator CC
Required Materials:
2 Flash drives + student server space
Sketchbook 11x14
Pencils, pens or markers
Digital camera (recommended) or cell phone camera

Grading
There are 4 projects this semester:
1) An initial website to demonstrate basic coding and get you used to being exact and troubleshooting your work

2) The Harmonic Studio project to demonstrate a broader range of coding you're likely to come up against in a typical website,
3) The profiler, moodboard, sketches and tight comps for designing your final site and
4) coding your final 5-page portfolio site
Like all your other classes, how hard it is to code your final website will be in direct proportion to how much time you spend practicing what you've learned in class

Points

Animation	50
Written biography	100
General assignments	200
Project 1	150
Quizzes	200
Profiler	100
Moodboard	200
Final project	600
Total:	1600

A	1473-1600		C	1152-1247
A-	1440-1472		C-	1120-1151
B+	1408-1439		D+	1080-1119
B	1313-1407		D	960-1079
B-	1280-1312		F	0-959
C+	1248-1279			

Attendance
This course follows the Towson class attendance/absence policy (http://catalog.towson.edu/undergraduate/academic-policies/class-attendance-absence-policy/). This is an information-packed class; you will be allowed one unexcused absence during the semester, after which you will lose one letter grade (160 pts) per unexcused absence.

Students, not the teacher, are required to make sure they understand what is missed in class.

Lateness arriving for class or leaving class early past the first class of the semester without approval of the instructor will result in an 80pts deduction from their total grade.

Work
Students interested in a career in graphic design are expected to do work that indicates their commitment to superior work and to continuous improvement. Examples will be provided of finished work which will give an idea of the level of finish expected. Written work is designed to create inquiry — what is really happening here and what can I learn from it?

Late Work
We are preparing you for the world of work. Deadline has the word "dead" in it for a reason and should be treated that way. Work will be required to be entered on Blackboard by Friday midnight before class or as noted. Blackboard will prevent late work from being submitted. Late work will not be accepted unless there is an excused absence.

Instructor will have one week after your submission to grade work.

Academic Integrity
In this class, you will mostly be using your own work (photographs, illustration, design,writing. Ay work that is not yours should be noted; if, for instance, you create a site using someone else's work, that work should include a copyright notice and the name, and the name linked to the source, such as "Photo © Deane Nettles." with "Deane Nettles" linked to http://www.deanenettles.com. (This will be explained as part of the class.)

Course repeat policy
Students may not repeat a course more than once without prior permission of the Academic Standards Committee

Students with Disabilities Policy
This course is in compliance with Towson University policies for students with disabilities. Students with disabilities are encouraged to register with Disability Support Services (DSS), 7720 York Road, Suite 232, 410-704-2638 (Voice) or 410-704-4423 (TDD). Students who expect that they have a disability but do not have documentation are encouraged to contact DSS for advice on how to obtain appropriate evaluation. A memo from DSS authorizing your accommodation is needed before any accommodation can be made.

Projects
Biography Site
A simple three-page site that introduces basic coding and site design concepts.
http://deanenettles.com/webexamples/GropiusBio/

Harmonic Studio
A self-guided tour through creating a more complicated site, including standard concepts you will often encounter.
http://deanenettles.com/webexamples/harmonicInstruction/

Moodboard
Research and design for your final site
http://deanenettles.com/webexamples/moodboard/

Final Project
A five-page+ portfolio website for presenting your work
http://www.deanenettles.com/students/web.html
Checklist for final project
http://deanenettles.com/pdfs/IntroWWWFinalProjectChecklist.html

Week 1	Introduction to Blackboard Intro to web terminology Intro to Web structure Creating your www folder (create on your mobile drive but BACK IT UP) How to create a gif animation in Photoshop	Hand in animated gif 50pts

Week 2	gif animation due in discussion list before class
	Basic structure of a web page
	Taking your gif animation and placing it in a web page with an image link
	    and center it on the page using absolute positioning
	Basic elements and what they are for
	Take your biography and start coding biography page
	Create the basic structure
	Create a containing element 800px wide and centered on the page
	Add text and style using h1, h2 and p elements
	Adding padding
	Adding color (named, hex, rgb, rgba)
		Biography assignment
		    100pts
		Hand in initial coding
		50pts

Week 3	Initial biography page due in discussion list before class
	Image file formats
	        jpeg — continuous tone images, 150ppi at final size, try 60% quality
	        gif — Use for images with solid colors, like logos, or for animations
	        png-24 — not as small as gif files, but perfect when you need
	        transparency
	        svg — vectors for web; need to save out of Illustrator (vectors can be
	        animated with javascript)
	Optimizing images (in most cases should be under 1mg)
	        jpg — continuous tone
	        gif — flat colors, animation
	        png — transparency
	        svg — vectors for web, animation
	Inserting images
	Inserting email
	Inserting hyperlinks
	Linking style sheets
	Linking Google fonts
	Creating navigation
		Coding images, links, color
		    margin, and Google fonts
		50pts
		Quiz on basic structure of a
		    document
		50pts

Week 4	**BOX MODEL** — this is the second most difficult concept to get
	PLACING ITEMS NEXT TO EACH OTHER — this is the most difficult
	    concept to get but the most basic and important
	Floated img elements create text wraps
	Floated elements can be placed on the same line
	Clears cause floated elements to drop below (clear) other floated items
	Floated elements can act erratically when combined with elements that
	    aren't floated.
	Parent elements containing floated items tend to collapse unless the last
	    item inside the parent element is cleared — The "clearfix hack" class
	    added to the parent element creates a pseudo element inside the parent
	    element that's cleared so the parent element doesn't collapse (same
	    effect as clearing the last element without having to do it)
	display:inline-block css style, Table elements and **Flex elements** also
	    allow elements to appear on the same line
		Add navigation, move
		    styles to separate style
		    sheet, and break site into
		    separate pages
		100pts
		Quiz on image formats and
		    linking
		50pts

Week 5	Creating site on Tiger Server Creating home page for www folder Opening project in Dreamweaver Setting up www site Uploading site to Tiger Server	Quiz on what we've covered so far 100pts Paper on 3 websites you use all the time 100pts
Week 6	Discuss some more interesting sites What is their structure? How do they guide the viewer around the site?	Project profiler 100pts
Week 7	Build moodboard structure (basic table) and upload to Tiger (http://deanenettles.com/webexamples/moodboard/)	Moodboard, fonts & example sites 50pts
Week 8	Tight sketches due Harmonic Studio Setup and Structure (http://deanenettles.com/webexamples/harmonicInstruction/)	Tight sketches 50pts
Week 9	Harmonic Studio Mobile and Content	Tight comps from sketches using moodboard colors and sample fonts 100pts
Week 10	Harmonic Studio Navigation and Template Final site start coding structure	
Week 11	Harmonic Studio jQuery Slideshow Final site build template/peer review	
Week 12	Harmonic Studio Video and Contact Page Final site Build pages	
Week 13	Harmonic Studio SEO Final site add slideshow	
Week 14	Code interior pages Final site add contact page	
Week 15	Peer review using checklist (http://deanenettles.com/pdfs/IntroWWWFinalProjectChecklist.html)	
Finals	Final Presentation of Websites	600pts based on final checklist

Schedule subject to change