

course title	course number	
Web Design I	ART 169A	
instructor's name	phone	
Claudia Jacques Cardoso-Fleck	(914) 606-6478	
e-mail	office	
claudia.cardoso@sunywcc.edu	AAB 403A	
meeting day/time	location	ref #
Wed / 8:20 am to 11:00 am	Valhalla AAB 403	5913
Tues / 9:15 am to 12:05 pm	Peekskill	8251

course description

Introduction to design concepts and production techniques for the world-wide web. Topics include understanding web environments and technologies, site structures, navigation methods, layout conventions, and the creation of fully functional web pages using HTML. Animation and multimedia considerations are discussed.

course objectives

Upon successful completion of this class, you should be able to:

1. Plan and diagram a website using thumbnails and/or digital tools, and flowcharts.
2. Use basic image editing tools (ex: Photoshop) to optimize images for the web.
3. Use Dreamweaver to create functional and valid web pages.
4. Understand and apply HTML and CSS.
5. Demonstrate familiarity with web conventions, standards, and limitations, including page size and navigation.
6. Understand basic multimedia tools behaviors with html.
7. Understand ftp server upload, domain name protocol and server.
8. Recognize and apply basic design principles including type and color.
9. Present and discuss your artworks, and the work of your colleagues, within the context of their time through critique utilizing medium-specific vocabulary.

course requirements

web design & creative projects

- Our goal in this class is to make websites that are functional and beautiful, or compelling, or memorable. The creative projects are designed to help you develop your ability to see and to think critically while improving your skills in working with Dreamweaver. Individual project sheets include details on each assignment.
- Arrive prepared: all projects are to be completed before the beginning of class meetings. Work for critique, reading questions, and any other materials must be printed out prior to attendance being taken for you to receive credit.
 - Late assignments receive an F grade for that portion of the project. Projects that are being printed or any way finished up in class will be considered late.
 - Assignment extensions may be granted on an individual basis depending on extenuating circumstances. It is the student responsibility to let the faculty know about such issues before or when they occur, not several weeks after the fact.

quizzes & exam

- The class includes three scheduled quizzes and a final exam.
- Quizzes are all comprised of short answer questions on assigned readings and class presentations plus skills tests in which will be asked to replicate a given design using Dreamweaver tools & techniques covered in class & tutorials.
- You will be assigned to write questions about course readings. Some of the questions on quizzes and exams will be drawn from your questions.

- Absence on a quiz day results in a zero grade for that quiz unless alternate arrangements are made.

homework/lab work

- You will require at least five hours of web design work per week in addition to limited class lab time to complete your tutorials and web design projects.
- Much of your artwork will require the use of a computer with Dreamweaver and Photoshop. Computers on campus are equipped with Adobe CS5 Suite which includes Dreamweaver and Photoshop.
- PCs and some Macs with Adobe CS5 Suite are available on campus for your use in AAB 403, TEC 142A & 142B, TEC 25B. Lab hours are posted soon after the start of each semester; be sure to check schedules and plan accordingly.
- For a free 30-day trial download of Dreamweaver and Photoshop, go to www.adobe.com and click the "downloads" link at the top of the page.

sketchbook or notebook

- Taking notes, sketching, and developing visual ideas will be necessary throughout the course
- Your sketchbook comprises 9% of your final grade.
- You are expected to complete at least 30 pages in your sketchbook during the course of the semester.
- Your sketchbook pages should somehow relate to your work in this class. Drawings, notes, images pasted/taped into your sketchbook, and/or objects glued into your sketchbook are all viable entries. Completed pages will be tally during quizzes.

trip week

- Each semester the Visual Arts Program sponsors Trip Week to NYC museums and galleries.
 - Metropolitan Museum of Art: Tuesday, November 9
 - Museum of Modern Art: Wednesday, November 10
 - Chelsea/Soho Galleries: To be confirmed Friday or Saturday, November 12 or 13
- The Museum Research Project is a 5 points extra credit project based on your museum visit.

thanksgiving recess – no classes

- Thursday, November 25– Sunday, November 28, 2009

assessment

Grading Criteria

- Your final course grade will be an average of 100–point scale based on the following:

project	points
Project 1 – Worst of Web Redesigned	15
Project 2 – NY Here & There	15
Project 3 – My Portfolio	18
Project 4 – Individual Choice	15
Final Portfolio Page	5
Quizzes/Presentations	9
Sketchbook	9
Reading Questions/Comments	9
Final Exam	5

- Each of the assignments will be evaluated according to a specific list of required criteria given to you with the assignment.
- Class participation and in class productivity portion of your score will be based on promptness, your participation in discussions and critiques, and in class work ethic (ex: no parallel talk, no cell or electronic device usage, no ipod listening, or working on anything not related to class work, disappearing from class, etc...)
- You will be expected to turn in all assignments on their due dates. Assignments turned in late will

accrue point losses (remember for each part of an assignment you don't hand in on time you get an F for that portion). Late assignments are not eligible for resubmission. All assignments turned in on time may be improved or redone and resubmitted up until the last day of resubmissions.

- Extra credit points can be earned by attending various art & digital media-related events or by participating in art-related activities. Specifics will be announced in class.

attendance

- Attendance & participation are mandatory. More than one absence will severely compromise your ability to pass this course.
- Each undocumented absence beyond one results in your grade dropping 1/3 of a letter (i.e. B+ to B, etc.)
- If you miss class, you remain responsible for keeping up with course material and meeting project deadlines. Check the syllabus and/or website for project instructions. You are also responsible for contacting the instructor to follow-up on any other class information.
- Class will start and end on time unless otherwise noted. Arriving after the roll is called constitutes a tardy. Leaving early without a valid excuse counts as a tardy.
- Three tardy marks count as an absence.

topic outline

Class 1 – V 09/08 – P 09/14 || Intro to course || Worst of Web:

DEMO: [Introduction to Course Goals and Requirements](#) / [Introducing Yourself](#)

PROJECT: Project 1 – Worst of the Web Intro

HOME: Project 1 – Site Redesign: select site for redesign

TUTORIAL: GS 0, 1, 2 in Adobe TV &/or Chapters 1, 2, 3, 4 in Essential Training

Class 2 – V 09/15 – P 09/21 || Planning and presenting a site design:

PROJECT PRESENTATION: Students present Worst of the Web Sites to Redesign

DEMO: [Intro to Web and Basic Dreamweaver Interface](#) / [Photoshop Basics](#)

PROJECT: [Worst of the Web Overview](#) / [Prototype](#) / [Flowchart Examples](#)

HOME: Project 1 – Prototype of redesigned homepage in Photoshop with Flowchart.

TUTORIAL: GS 3 in Adobe TV &/or Chapters 4 in Essential Training

Class 3 – V 09/22 – P 09/28 || Project 1: Site Redesign Presentations || Text and Image Basics || Site Navigation Basics

PROJECT PRESENTATION: Students present and hand-in Project 1 with Prototypes + flowcharts

DEMO: [Design Considerations for Web – intro](#) / [Design in Theory & Practice](#)

DISCUSSION: Text and Image Basics / [Web Technologies](#)

READING: Read Maeda, The Laws of Simplicity. Each student will be required to read three laws.

HOME:

- . Make 3 comments from Maeda reading for class.
- . Bring in "good" site design example (text/image unity)
- . Research design basics on type and image usage for web

Class 4 – V 09/29 – P 10/05 || Intro to Project 2 || Laws of Simplicity

DISCUSSION: Based on Maeda's readings and on design basics research on type and image usage for web – students present comments on Design Considerations for Web – Students present "good" website example. Collect Comments.

PROJECT: Introduce Project 2: New York: Here to There.

HOME: Prepare Project 2 flowchart + site sketches of home page and secondary page example

TUTORIAL: GS 4 & 5 in Adobe TV &/or Chapter 4 & 5 in Essential Training

Class 5 – V 10/06 – P 10/12 || Links

QUIZ 1 – Based on Maeda's readings and comments and on Adobe TV.

DEMO: Linking in Dreamweaver + types of links

PROJECT PRESENTATION: Students Presentation of Project 2 sketches + flowcharts

SKETCHBOOK PRESENTATION

HOME: Work on Project 2

TUTORIAL: GS 6 in Adobe TV &/or Chapter 8 & 9 in Essential Training

Class 6 – V 10/13 – P 10/19 || CSS || Web Typography

DEMO: CSS Basics and Web Typography

DISCUSSION: CSS Resources / FTP basics

TUTORIAL: GS 7 & 8 in Adobe TV &/or Chapter 6 & 7 in Essential Training

HOME: Complete Project 2 – upload to server.

Class 7 – V 10/20 – P 10/26 || Project 2 Presentations || Tables

MIDTERM GRADES GIVEN

PROJECT PRESENTATION: Students Presentation of Project 2

DISCUSSION: Tables vs. CSS

TUTORIAL: GS 9 in Adobe TV &/or Chapter 11 in Essential Training

READ: Edward Tufte, "Micro/Macro"

HOME:

. Prepare 3 comments on Edward Tufte, "Micro/Macro" for class.

. Bring in an example of a "good" Personal/Portfolio site

Class 8 – V 10/27 – P 11/02 ||- Intro to Project 3 || Layout Tools

MARCH 26 – Last Day to Withdraw with a W

DISCUSSION: View + discuss "good" Personal Portfolio sites from students and how it relates to Tufte's "Micro/Macro". Collect Comments.

PROJECT: Introduce Project 3: Personal/Portfolio Site

DEMO: Tracing Images, AP Divs and Tables

HOME: Research Project 3: Prepare flowchart + site sketches of home page and secondary page

TUTORIAL: Chapter 9 in Essential Training

Class 9 – V 11/03 – P 11/09 || Rollovers

QUIZ 2 – Based o Tufte's readings and comments and on Adobe TV.

PROJECT PRESENTATION: Students Presentation of Project 3 sketches + flowcharts

DEMO: Rollovers

TUTORIAL: Chapter 11 in Essential Training

HOME: Work on Project 3: Start putting into HTML/Dreamweaver

Class 10 – V 11/10 – P 11/16 || XHTML + Behaviors || Trip Week

MUSEUM TRIP WEEK

SKETCHBOOK PRESENTATION

DEMO: XHTML + Behaviors

DISCUSSION: Students projects problem solving

TUTORIAL: Chapter 10 in Essential Training

HOME: Complete Project 3 – upload to server.

Class 11 – V 11/17 – P 11/23 || Project 3 Presentations

PROJECT PRESENTATION: Students Presentation of Project 3

DEMO: Image Integration

READING: John Lenker, "Train of Thoughts – Designing the Effective Web Experience" pp 8 to 31.

PROJECT: Introduce Project 4 – Artist Choice

HOME: Prepare 3 comments from Lenker, reading for next class.

HOME: Project 4: Prepare flowchart + site sketches of home page and secondary pages + develop site

Class 12 – V 11/24 – P 12/07 || Introduce Project 4 || Online Behavior and the Emotional Connection

DISCUSSION: The Emotional Connection: Lenker Reading – present comments. Collect Comments.

TUTORIAL: Chapter 14 in Essential Training

PROJECT PRESENTATION: Students Presentation of Project 4 sketches + flowcharts

HOME: Project 4 – develop site

Class 13 – V 12/01 – P 12/07 || Media Objects

QUIZ 3: Based o Lenker's readings and your comments and on HOT Tutorials from Chapter 12 to

Chapter 19.

DEMO: Quick Time + Flash media objects and Spry Tools

TUTORIAL: Chapter 15 in Essential Training

HOME: Complete Project 4 – upload to server

Class 14 – V 12/08 – P 12/14 || Project 4 Presentations || Class Portfolio

SKETCHBOOK PRESENTATION

PROJECT PRESENTATION: Final Presentations of Project 4

PROJECT: Class Portfolio upload

Class 15 – V 12/15 || Project 4 Presentations || Class Portfolio

SKETCHBOOK PRESENTATION

PROJECT PRESENTATION: Final Presentations of Project 4

PROJECT: Class Portfolio upload

Final Exam – TBA

required or strongly recommended resources

- [Dreamweaver CS5 Essential Training](#) by James Williamson - [Lynda.com](#)
- Alternative Web Resource: [Adobe TV | Learn Dreamweaver CS5](#)
- Garrick Chow: *Adobe Dreamweaver CS3 HOT* available in the college bookstore; also check Amazon.com for competitive price is a Lynda.com book, which means that you can access through the website. The advantage of purchasing the website access is that you can also access other tutorials.
- Blackboard: <http://sunywcc.blackboard.com/webct/logonDisplay.dowebct>
- Website with files: <http://www.wccweb.cardoso-fleck.com>

require readings (listed in the order assigned) (LISTED IN THE ORDER ASSIGNED)

- John Maeda, "The Laws of Simplicity".
- Edward Tufte, "Envisioning Information – Micro/Macro"
- John Lenker, "Train of Thoughts – Designing the Effective Web Experience" pp 8 to 31.

required materials & supplies

- **digital storage** You will be given general storage space on the campus server for your work during this semester. You are expected to save your projects in this area. However, this server is NOT SECURE. To follow good digital practices, you must always back up your work. For this you will need to purchase removable media of some sort. Methods include CD–RW, portable USB drives (flash drives), external hard drives, or individual laptops.
- **digital output** You will be required to get your artwork out of the computer for each of the assignments. Good–quality printing paper is required for your final works, as it deepens color and heightens contrast.
- **studio materials** You are required to have scissors, craft (xacto) knife, rubber cement, colored pens or pencils, glue stick.
- **sketchbook or notebook and PEN** Your sketchbook is worth 9% of your grade. Working in ink, rather than pencil, in your sketchbook, is highly recommended.

students with disabilities

Westchester Community College provides services for students with documented learning disabilities, psychiatric disabilities, physical disabilities, visual, hearing, and other health impairments. To learn more about what support services are available visit:

http://www.sunywcc.edu/programs/distance_learning/prospectives/disabilities.htm

academic integrity

- This class will be conducted in accordance with the college's Student Code of Conduct and basic standards of academic honesty. Cheating, plagiarism, or any other form of academic dishonesty will

not be tolerated. For more information about Westchester Community College's Academic Honesty Policy, please visit: <http://www.sunywcc.edu/dep/english/plag/honesty.htm>

- Visit Westchester Community College's plagiarism homepage for an excellent overview of plagiarism, and tips on how to avoid it: <http://www.sunywcc.edu/dep/english/plag/plagindex1.htm>

westchester community college classroom conduct policy

In the interest of establishing and maintaining an appropriate learning environment, maximizing the educational benefits to all students, maintaining an atmosphere of safety and comfort, and clarifying the faculty and students' expectation of classroom conduct, the College has established the following:

1. Students are expected to arrive on time. If you are unavoidably late and the instructor permits you to enter, please do so quietly and seat yourself quickly.
2. Students are expected to refrain from participating in personal conversations during class.
3. Every student is expected to focus on the class lesson. Please refrain from doing other class work, reading non-course materials, eating, drinking, or sleeping.
4. Students are expected to use appropriate language at all times and be polite to one another.
5. Students are expected to remain seated during class, unless the student has notified the instructor or case of an emergency.
6. Students must turn off all cell phones and beepers prior to the beginning of class.
7. Visitors are only allowed with permission from the instructor.
8. Students are expected to refrain from packing up and preparing to leave until the instructor has dismissed the class. It is the instructor's responsibility to dismiss the class at the proper time.

westchester community college classroom safety & security

A safe and secure campus and classroom environment depends on the cooperation and assistance of every Westchester Community College student and all staff.

In the event of a Fire Alarm or other evacuation:

- Remain **CALM**
- **WALK, DO NOT RUN**, to the nearest exit.
- Go to the nearest exit, taking the shortest possible safe route.
- **NEVER USE ELEVATORS AS A FIRE EXIT**
- Once outside, remain at least 100 feet away from the building, more if directed.
- **DO NOT** re-enter the building until "**ALL CLEAR**" is announced by the Fire Department.
- If you are wheelchair-bound at ground level, or otherwise mobility-impaired, exit the building immediately. If you are above or below ground level, ask someone to escort you to the nearest enclosed stairwell landing and close the door. The escort should identify someone who will tell firefighters the location of the stairwell in which you are located. Fire department professionals will then evacuate you if necessary.

For more information on Safety and Security please visit:

http://www.sunywcc.edu/student_services/security/security.htm#emergencies