

ART 365: Design for the World Wide Web

Wednesdays 2-5:50pm

Cyle Metzger, Fall 2011

cmetzger@towson.edu

Office Hours by Appointment

Course Objectives:

Students will become familiar with the concepts, terminology and techniques used in World Wide Web Authoring. Students will also begin to think critically about effective site design, information architecture and interactivity. To do so, students will produce a series of websites, complete development assignments, give critical presentations, and keep up on related readings.

Required Materials and Texts:

Flash/Thumb Drive for frequent back up of work.

HTML Dog Tutorials – www.htmldog.com

Web Style Guide – www.webstyleguide.com

Recommended Texts:

HTML & XHTML Pocket Reference – Jennifer Niederst Robbins

CSS Pocket Reference – Erica A. Meyer

HTML, XHTML & CSS: Visual Quick Start Guide – Elizabeth Castro

Photoshop CS5 for Windows and Mac: Visual Quick Start Guide – Elaine Weinmann

Dreamweaver CS5 for Windows and Mac: Visual Quick Start Guide – Tom Negrino and Dori Smith

Don't Make Me Think: A common Sense Approach to Web Usability – Steve Krug

Attendance:

Because of the skill based, content-heavy nature of this course, attendance in every class is in your best interest. If you are ill, please stay home, however, giving me notice of your absence PRIOR to class via email. If you do not let me know prior to class that you will be absent, I will not excuse the absence. Three unexcused absences will result in a whole letter drop in your grade. Should you miss a class, you're responsible for making up the information missed, either through the tutorials listed on the syllabus or through contacting a classmate. You are also expected to arrive on time to class – if you are any more than five minutes late, or leave class early without prior conversations with me, I will consider that an unexcused absence.

Grading:

2 Websites 50% (25% Each)

3 Presentations 15% (5% Each)

5 HW Progress Assignments 25% (5% Each)

In-Class Participation 10%

NO LATE WORK WILL BE ACCEPTED.

Exceptions are granted in only the most extreme circumstances.

Extensions may be possible with prior conversations with me regarding your situation.

Academic Integrity

All class members are to follow the fundamental principles of academic integrity outlined in the Code of Student Rights, Responsibilities, and Conduct. The policy on Academic Misconduct appears in the code and in the schedule of classes. The basic principle is that students take credit only for the ideas and efforts that are their own. Any act of academic dishonesty will place you in jeopardy of the most severe form of sanction by Towson University expulsion from the university.

Included among dishonest behaviors in an academic setting are cheating (using or attempting to use unauthorized assistance, materials, information, or study aids in an academic exercise), fabrication (falsifying or inventing information in an academic exercise), plagiarism (adopting or reproduction of ideas, words, or statements of another person without appropriate acknowledgment), interference (stealing, changing, destroying, or impeding another student's work), and facilitating (intentionally or knowingly helping or attempting to help another student commit an act of academic misconduct).

Students with Disabilities

As required by Section 504 of the Rehabilitation Act, appropriate accommodations will be made for all students with documented disabilities. If you have a disability requiring accommodation in this class, please notify the instructor as soon as possible. This information will be kept confidential.

Week 1: Aug 31

1. Introduce myself
2. Introduce the class
3. How Internet Infrastructure works
4. How Web Servers Work
5. Copyright and Plagiarism issues
6. Intro to HTML

DUE NEXT WEEK:

Reading 1: HTML Dog HTML Beginner Tutorial: <http://www.htmldog.com/guides/htmlbeginner/>

How stuff works PDFs

HW 1: Write 1000 words on a topic you would like to build a website about. This can be about yourself, a portfolio site, a topic site, an advocacy site for an issue you feel passionately about. . . Make sure your writing addresses at least 3 different aspects of the topic that you would like to present or explore further. Include a formal heading and at least 15 links to outside pages within the text.

Week 2: Sept 7

1. Present topics to class
2. Intro to CSS
3. Set Up and activate TU Accounts
4. File Management

DUE NEXT WEEK:

Reading 2: HTML Dog CSS Beginner Tutorial: <http://www.htmldog.com/guides/htmlbeginner/>

HW 2: Stylize your 1000 word document in a way that showcases the tone of the information you're presenting. Play with colors, fonts and scales to give the visual display of the text a relationship to your content.

Week 3: Sept 14

1. Intermediate CSS, HTML and XHTML
2. Upload pages to sites

DUE NEXT WEEK:

Reading 3: HTML Dog HTML Intermediate and CSS Intermediate Tutorials

Week 4: Sept 21

1. Site Mapping
 2. Information Architecture
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Week 5: Sept 28

1. Home Page Design

DUE NEXT WEEK:

Be prepared for in-class trouble shooting workshop next week. First Draft Due in 2 weeks.

Week 6: Oct 5

1. Meet with students about the design of your home page, site maps and navigation techniques.
 2. Sign Up for DW Lessons to present in pairs Oct 26. (Presentation 1)
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Week 7: Oct 12

1. Students meet with each other to help with final websites.

DUE NEXT WEEK:

Project 1: Final Website 1 – Uploaded to Server

Week 8: Oct 19

1. Class critiques of Finished Website 1
2. Sign up for Web Style Guide Chapter Presentations November 2nd (Presentation 2)

DUE NEXT WEEK:

Website 2 DETAILED Site maps and home pages uploaded to server. This site must have a home page, 3 linked pages from there, and further linked pages of your own design from there – a further developed information architecture from your first website, utilize advanced components of dreamweaver, audio and video clips. . .

Dreamweaver Lesson Presentation...

Week 9: Oct 26

1. Presentation 1: Intro to Dreamweaver - Student lessons on Dreamweaver tools (7 min each)

DUE NEXT WEEK:**HW 4:** Second website - Home Page and Site Map**Presentation 2:** Web Style Guide Chapters**Week 10: Nov 2**

1. Presentation 2: Present Web Style Guide Chapters
2. Presenting your second Home Page and Site Map
3. Sign up for Website Critique/Investigation presentations Nov 16 (Presentation 3)

DUE NEXT WEEK**HW 5:** Homepage and Second Tier Pages all up.**Week 11: Nov 9**

1. Peer to peer review of work in progress for Website 2.

DUE NEXT WEEK:**Presentation 3:** Each student will present a website and examine it's qualities and critique its usability, design, content...**Lecture 12: Nov 16**

1. Present Website Critiques (7-10 min each)

Week 13: Nov 23

THANKSGIVING HOLIDAY

Week 14: Nov 30

1. Lab time/Individual Meetings about Website 2

Week 15: Dec 7

1. Website 2 Lab Time

Week 16: Dec 14**PRESENT FINAL WEBSITE 2****DUE NEXT WEEK:****FINAL DRAFT Website 2 on Server**