

ART 116 DESIGN FOR THE WEB 1 COURSE SYLLABUS – SPRING 2011

Instructor: Thomas Wells (tjthemaxx@cox.net - 540.797.5620)
Office Hours: One hour prior to class or by appointment
Class Time: 8:00-9:15PM Mondays and Wednesdays
Lab Hours: Required
Location: SVHEC Earp Lab
Course Weblog: <http://art116spring2011.blogspot.com/>
DCC Course# ART116 - 3 Credits
First day of class: Monday, January 10, 2011
Last day of class: Monday, May 9, 2011
College Holiday: Monday, January 17, 2011 (We will not meet.)
Last Day to Withdraw with Full Tuition Refund – Wednesday, January 26, 2011.
Last Day to Withdraw Without Mitigating Circumstances – Friday, March 25, 2011.

Course Objectives:

FROM THE VCCS CATALOG DESCRIPTION:

Introduces the basic elements of web page design: typography, imagery, and color, and examines how they are combined to create effective layouts. Teaches organization of materials, sketching and concept development, site planning and various methods of construction.

This is a project-based course that develops career and communication skills using the principles of digital art & design and Adobe® tools. Using the latest version (CS5) of design industry-standards Photoshop, Dreamweaver and Flash, you'll build skills to help you create well-designed, user-friendly websites that are functional and aesthetically pleasing.

The goal for this course is to get the student acquainted with basic web design principles and tools. You will develop a working knowledge of KJ technique, wireframing and paper prototyping of websites with a large focus on usability. You will also learn some basics of web design and construction using Dreamweaver, Photoshop and Flash. By the end of the semester, you will have created number of web-based projects, including a web banner, flash animation and a portfolio website.

During this course, you will learn how to:

- Manage web content
- Design with end users in mind
- Develop strategy to engage end users
- Choose correct methods of construction
- Implement ideas

As with other courses in the Business of Art and Design program, you will also build skills in four key areas:

- Project management and collaboration
- Design and creativity
- Research and communication
- Professional presentation

This class also makes extensive use of the internet for research, collaboration, presentation, and communication. Students in this course will need reliable access to e-mail.

Textbook(s)

- Digital Foundations - Intro to Media Design ISBN:9780321555984
- The Web Style Guide (3rd Edition) <http://webstyleguide.com/wsg3/index.html>
- Sketchbook - You must bring it with you to every class.
- USB flash drive (1MB or larger) - You are required to bring it with you to every class. Must have enough free space to save ALL of your work.
- We'll also rely heavily on internet resources, PDF documents, and handouts.

Suggested reading:

Don't make me think! – Steve Krug ISBN 0321344758

LECTURE & DEMONSTRATION

Lecture and demonstration will be provided (most often) by the instructor. Discussion, presentation, and critique will be expected of all students as they are fundamental activities for designers and artists.

PROJECTS

You will be responsible for individual and collaborative projects throughout the semester.

EXAMS

There are no formal exams for this course. Your projects are your constant opportunities to demonstrate knowledge of the material and mastery of technique. Your assembled portfolio website will represent the bulk of your achievement and will be worth TWO letter grades. So, you may think of your final portfolio as an exam of sorts.

QUIZZES

Short exercises and/or questions. Always announced.

SKETCHBOOK ASSIGNMENTS

Sketchbook assignments may be required throughout the semester. As with any assignment, sketchbook assignments will also be graded.

Course Requirements and Grading

In the art & design world, the portfolio is the key document that opens doors to opportunity; excellent credentials but a poor portfolio are easily (and often) trumped by an unknown applicant with professional work and reliable skills, but no advanced degree. For this reason, pre-eminence is given to the development of a body of work and its assembly into a final presentation portfolio over the course of the semester. Quizzes and writing assignments keep you sharp and articulate, while individual projects add up to form the bulk of your portfolio. Individual projects are graded on whether or not they meet, exceed, or disappoint instructor expectations outlined at the beginning of projects. Take your time, finish all work and try your best to achieve all objectives for your assignments. Poor scores can often be raised by submitting a project a second time. See the instructor on an individual basis about re-submitting assignments. Our aim is to help you succeed, not fail (though failure has its value).

The world of graphic design is a deadline-driven industry. Having said that, ALL assignments must be completed BEFORE coming to class on the date work is due. Neither the instructor or the SVHEC are responsible for loss of your computer files. Back them up. OFTEN. No excuses will be accepted for missing work. One letter grade will be deducted for each class period an assignment is late. Again, late work must be turned in at the BEGINNING of class to be counted only one day late. Turning it at the end of the next class constitutes TWO days late and two letter grades deducted. If, for any reasons, circumstances beyond your control prevent you from turning in work on time, please contact me to discuss. Email and phone contact information is provided above.

ATTENDANCE

Mandatory 25% attendance policy. Refer to the Attendance section in the DCC catalog.

Students who are receiving financial aid, please note: If a faculty member submits a continuous alert for a student because of poor attendance, disbursement of financial aid proceeds by check will be blocked until each faculty member submitting such an alert has given Admissions permission to remove the alert. In addition to blocking the check request, a continuous alert blocks enrollment for future semesters until the block is removed. If a student never attends a class or only attends one time before the refund deadline, the student will be considered a "no show" and withdrawn from the class. Faculty will report "no shows" to the division office by the refund deadline for all classes they teach.

PARTICIPATION

You will receive a grade for class participation at the end of the semester. Meaningful contributions to class discussions, blog posts, helpful commentary, peer mentoring and classroom leadership will not only help your grade (and life) significantly, but are expected. Paying attention in class is REQUIRED. You will be allowed to miss TWO classes during the course of the semester without affecting your participation grade. After two absences, each further absence will deduct 5 points from your participation grade. Your participation grade will be averaged in with all other grades at the end of the semester.

GRADING SCALE

If a student has adequate attendance and is not delinquent in any of the above course requirements, the final grade will be at least as follows as determined by the student's average on graded work:

A = 91-100 Superior B = 81-90 Above Average C = 71-80 Average D = 61-70 Below Average F = 60 and below Failure

In-Class Conduct

The equipment in the Earp Learning Lab represents a substantial investment in education in Southside. It is not yours. You should treat the room and its contents with respect. Lab rules will be posted. The provisions of the College Honor Code are in effect for this course. You are encouraged to learn and interact with each other to get projects done, but you may NOT pass off someone else's ideas or work as your own; that cheats both you, the person stolen from, and the instructor. Disruptive behavior is not allowed. This course makes extensive use of the internet. It is essential to your education and future career opportunities that you be comfortable and capable online. My aim is to ensure that you have a safe, productive, and enjoyable internet experience. Be advised that instructor/adult supervision is near-constant during class time, and internet content is monitored both in person and digitally. Inappropriate content will NOT be tolerated and is grounds for permanent dismissal from the class and, DCC and the VHEC.

Additionally:

DO NOT store your backpacks and book bags under your computer station. Place them under the large scanning station immediately to your left when you enter the classroom.

DO NOT bring food or drink into the lab unless you are an instructor.

DO NOT leave until dismissed by the professor.

DO NOT surf the internet, chat aimlessly, text, or listen to music (w/ or w/o headphones) during the lecture or when I otherwise ask for your attention. During class time when you are working on a project, you may listen to music using the audio headphones. You may use YouTube to find music while working. Facebook and MySpace are NOT ALLOWED.

DO dress appropriately when we have client interviews, speakers, or other guests scheduled to visit the classroom either in person or virtually.

DO put away headphones, tidy keyboard, and straighten your station before you leave. Other classes use this space.

DO ask questions.

Children should not attend class with parents. Children should not be left unattended at any time in the facility or on the premises. Only SVHEC students are allowed to use the computers. You should not share your computer account access with anyone.

Danville Community College is committed to meeting the needs of all students and providing access for persons with disabilities. Reasonable accommodations are available to those students with diagnosed disabilities. Students with diagnosed disabilities wishing to receive specific accommodations must be registered with the Disability Services. For more information, please contact Laura Daniel, Counselor and ADA Coordinator, at 797-8572 or ldaniel@dcc.vccs.edu.

Resources:

There will be a list of valuable internet links posted on the course blog (art116spring2011.blogspot.com) and will be constantly updated throughout the semester. The internet is possibly your most valuable (and most immediate) resource. USE IT!