

Web Design I / Interactive Media

Contact information

instructor Assistant Professor Jonathan Fahnestock

office ADB 115

office hours M/W 9:25AM – 12:05PM & by appointment

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Course information

description This course provides an introduction to the aesthetic and technical considerations of effective website development. Students will be exposed to techniques for producing HTML-based sites and introduced to interactive software. Usability, production of web graphics, design principles of electronic media, and navigation will be covered.

semester Fall 2010

type studio

credits 3

course # ADGD 450 / COMM 333

meeting REID 3315, T/Th 01:40 – 04:20PM

unsupervised studio REID 3315, T/Th 12:15 – 1:30PM

schedule an outlined schedule of the course is published online at jonfahnestock.com

Our Goals

- ▶ To gain comfort with the techniques, procedures, and tools used to produce web based media
- ▶ To seek out and share information and examples from the Web and other media for analysis and inspiration
- ▶ To gain understanding of the historical significance and cultural impact of the World Wide Web
- ▶ To create, gaining knowledge and understanding from the process of creation
- ▶ To apply skills, knowledge and your experiences to creatively solve problems, communicate ideas and inspire thought or action
- ▶ To understand web design as a balance between the technical, the practical and the visual
- ▶ To give and receive constructive, well articulated criticism and use the experience of critique as an opportunity to gain further understanding

- ▶ To understand of the importance of craftsmanship, professionalism and ethical practices
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Measurable objectives

By the completion of this course a student should be able to demonstrate:

- ▶ An introductory to intermediate skill set in producing websites with XHTML, CSS, text and graphics
 - ▶ An introductory skill set in producing web based Animation with Adobe Flash
 - ▶ To identify and apply core web design and usability principles
 - ▶ To identify and apply core aesthetic and layout principles of web design
 - ▶ To identify and discuss emerging trends and styles of contemporary web based media
 - ▶ The ability to organize information into an appropriate and clear hierarchy
 - ▶ Knowledge and fluency of terminology
 - ▶ The ability to produce and compress graphics for online media using appropriate software
 - ▶ The ability to upload and download files from a server
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Methodology

As a studio this course gives students the opportunity to learn by creating, exploring, problem solving, and reflecting.

Lecture, one on one instruction, group discussion and lab exercises will be the primary means of instruction. Small assignments, reading and quizzes will also be periodically given.

Course content

This course will focus on websites developed with Adobe Dreamweaver using XHTML and CSS, and introduce you to Adobe Flash. Our course will be divided into progressive units each ending in a culminating project to demonstrate your understanding. Possible unit projects are as follows:

- 1 Coursework Directory** Using Dreamweaver develop a directory which includes your contact information and links to your future assignments, tutorials and projects.

- 2 Uncommon Things Collection Website** Using Peter Buchanan-Smith's book *SPECK, A Curious Collection of Uncommon Things* as inspiration develop a website which organizes and displays a unique collection of 15 to 30 of your photographs / scans (collected by you). This will be a Dreamweaver project primarily using HTML and CSS with limited graphics.
- 3 Online Advertising** Using the animation capabilities of Flash, create a small online advertisement highlighting a product, business or event.
- 4 Final Culmination** Based on your creative goals you will be developing your own final project to display your depth of understanding of the course's content.

Required materials

notes Three ring binder for printed materials, a notebook and sketch pad

storage USB Flash Drive or External Hard Drive, CD-Rs

texts

- ▶ [Don't Make Me Think](#), Krug
- ▶ [Dreamweaver CS4 for Windows and Macintosh: Visual QuickStart Guide](#), Negrino & Smith
- ▶ [The Principles of Beautiful Web Design](#), Beard

Student Responsibilities

"Your aspirations are your possibilities"
– Samuel Johnson

participation You are an integral component of this course and your active participation is vital to its success. Asking questions, volunteering answers, and contributing to discussions yields invaluable experience and enhances understanding of the class as a whole. Strategies for effective participation is included in the course content.

attendance I recommend you be punctual and take pride in perfect attendance. If you have more than two absences you will find it very difficult to do well in this course. You are responsible for any work or information missed due to absence. If you are more than a few minutes late you are welcome to stay but will be considered absent.

deadlines All assignments and projects should be completed and handed in at the assigned date at the beginning of class. All requirements for turning in a project must be fulfilled or will it be considered late. If a deadline cannot be met, please fill out a project extension request form which can also be downloaded from the course website.

notes Take notes – take many notes. I will try to make as many materials available to you as I can, but please remember that it is your responsibility to retain and maintain the information.

backup You are responsible for saving, organizing and backing up your digital files. Other than my sympathy, you will not be given any special consideration for lost data.

reading There will be various readings assigned. Please read them and be ready to discuss them.

gizmos Texting, using the internet, taking phone calls, etc. during class is disruptive, rude and impedes attention. Please make sure any bothersome gizmos are not used during class. If you are consistently unable to refrain from these activities, you will be asked to leave the classroom.

Grading

individual project evaluation

I understand that students who are not Art and Design majors bring a different level of experience to this class. Note that your evaluation will reflect this understanding, but my expectations for quality work remains high.

- ▶ Concept
- ▶ Quality
- ▶ Craftsmanship / Technical Mastery
- ▶ Presentation

final grade evaluation

- ▶ Projects 70%
- ▶ Class participation 10%
- ▶ Assignments 10%
- ▶ Quizzes 10%

grade scale

- A** Achievement of distinction with an unusual degree of intellectual initiative. The work exhibits original, well-resolved solutions, excellent craftsmanship and is articulately presented.
- B** Superior work. The work is very well done but is not the highest quality in one or more areas.
- C** Work demonstrates average attainment. The work only adequately meets expectations in quality, craftsmanship and presentation. Indicates that the work is not original in nature, but meets the parameters of the project.
- D** Work is unsatisfactory. The work fails to meet the minimum quality of requirements in two or more areas. In a course within your major, D is not a passing grade.
- F** Failure to satisfy the basic requirements of the class.

Misc

statement of inclusion Maryville University provides accommodations and support for students with disabilities as defined by the ADA. If you have a documented disability and wish to discuss accommodations, please contact Julie Kindred or the instructor as soon as possible.

note this syllabus is subject to change at the instructor's discretion to accommodate instructional or student needs.