

# Web Design 2

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## Contact information

**instructor** Assistant Professor Jonathan Fahnestock

**office** ADB 115

**office hours** M/W 1:20 – 4:20 PM & by appointment

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## Course information

**description** This course will provide intermediate and advanced study of the aesthetic and technical requirements necessary for the production of effective and successful interactive web design and development.

**semester** Spring 2010

**type** studio

**credits** 3

**course #** ADGD 490

**meeting** REID 3315, M/W 1:40 – 4:20 PM

**unsupervised studio** REID 3315, M/W 4:30 – 5:45 PM

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

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## Our Goals

- ▶ To pursue mastery of the techniques, procedures, and tools used to produce interactive web based media
- ▶ To develop a sensitivity to interactivity, motion, and sound as elements of web design
- ▶ 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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## Course objectives

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

- ▶ An intermediate to advanced skill set in developing web based media with Adobe Flash, Dreamweaver and other graphics software
  - ▶ An intermediate to advanced skill set using ActionScript, HTML and CSS
  - ▶ The ability to synthesize information into well designed, engaging, usable and creative interactive environments
  - ▶ To identify and apply web design and usability principles
  - ▶ The ability to define and apply core principles of motion / animation and graphic design
  - ▶ The ability to identify the pros and cons of using interactivity and how best to implement it
  - ▶ An increased knowledge and fluency of web design terminology
  - ▶ The ability to produce, compress and export graphics for web based media
  - ▶ An increased ability to organize, manage, upload and download files from a server
  - ▶ The ability to use *outside of the classroom* resources such as books, peers, application help files or online sources to find solutions to technical and design problems
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## Methodology

This course is a studio in which the majority of learning will be from: exploring, sharing, discussing, problem solving, creating, revising and critiquing. Lecture, assignments, reading, group work, one on one instruction, demonstration, quizzes and case study will also be utilized.

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## Course content

This course will focus on websites and web applications primarily developed with Adobe Flash. Our course will be divided into progressive units each ending in a culminating project to demonstrate your understanding. The unit projects are as follows:

- 1 Interactive Product Profile or Information Graphic Develop a small interactive application using Flash, ActionScript, Dreamweaver and other graphics software, that introduces and displays the major features of a product or synthesizes key information and data about a subject or issue.

- 2 **Group Project** Emphasizing collaboration, brainstorming and communication further explore Flash and ActionScript by designing an opening interactive window that promotes a local organization.
- 3 **Promotional Site** Using Flash, Dreamweaver and other computer graphic software, design and script a fully functioning interactive website which incorporates, text, sound and graphics to promote an organization, cause, business or event. This will bear the most weight of your project grade.

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## Required Materials

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

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

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## 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.

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## Grading

### individual project evaluation

- ▶ 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.
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## 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.