Web Design

New Jersey City University
Professor Janet Pihlblad
jpihlblad@njcu.edu
Office: rm 229

Course: # 430, Fall 2014 Thurs. 9:55 am to 3:25 pm, Rm. A-201

Professor: Janet Pihlblad,

http://www.janetpihlblad.com/teaching/web_design/web_design.html

Course Description

In this course, students learn how to structure and design for the internet with HTML scripting, the use of digital layout programs, and vector and raster imaging software. Design issues relevant to: typography, imaging, information structure, and layout form the principle assignment topics. Technical aspects of electronic delivery and their relationship to print, as well as the social and political implications of the internet are researched and discussed.

Learning Objectives

- Gain an understanding of basic technical aspects of creating web sites, including a working understanding of HTML and CSS.
- Learn how to prepare both raster and vector images to be used on web sites.
- Challenge and develop your abilities as a designer within the specific parameters of designing for the web.
- Learn some of the latest methods for using type and best practices in new methods of design.
- Become critically aware of ways that web design affect you and also our larger society.

Your Grade is Based on:

- **Creative Projects:** Do they meet the stated **objectives** of the particular assignment?
- **Exercises:** Various practice exercises will be crucial in your gaining a working knowledge of code.
- **Participation:** in critiques and class discussions, everyone is expected to speak, and please do express your own thoughts and opinions; make an effort to contribute your voice.
- **Readings, research** and **presentations:** must show evidence of time and thought invested.
  The written responses for the take-home readings are expected to be yours alone. If you copy another student's responses you may fail the class.

Grade Scale:

A = 93 - 100 Excellent work, exceeding requirements, expectations: creatively, visually, technically, and conceptually.

A- = 90 - 92

B+ = 87 - 89

B = 83 - 86 Good work, above and beyond requirements,

B- = 80 - 82

C+ = 77 - 79

C = 73 - 76 Average work, meets requirments

C- = 70 - 72

D+ = 67 -69

D = 63 - 66 Work that is below average, barely meeting requirements.

D- = 60-62

F = 59 -0 Failure to meet requirements.

Requirements: diligent effort, shows originality. fulfillment of objectives, control of visual aesthetics, accurate skills.

Policies:

Attendance: You are expected to come to every class. But if you are truly ill, do not come to class. You are allowed one absence. A second absence will require documentation, such as a doctor's note, or a mechanic's receipt (for car trouble). With three absences it is very unlkely that you will pass the class. Reasonable excuses and documentation must be combined with diligent efforts to catch up.

- As a professial courtesy, please notify me by email when you must miss class.
- You can download all assigment pages, some demonstrations, slide-shows, and other helpful links from our class web page.
- Please be on time. Three latenesses add to one absence.
- Leaving class early, arriving chronically late or taking a long break when its not break-time is all very bad manners. Your grade will reflect such poor behavior.

Food and Beverage: Never have food or beverages near the computers. Bottles with secure lids are acceptable.

Put your computer-screens to sleep when we are engaged as a class-group in critique, discussion, watching slides or a presentation, and give your full attention.

Assignments and due dates: This class has many exercises, but only three major projects. Exercises will be pass-fail. No late projects will be accepted after their due date.

Supplies

A USB flash drive is recommended for this class, or else a storage drive. If you use a usb, be sure you **back up all work on a second drive**. This is extremely important. I cannot grade lost work. At the last class a CD must be turned in which contains all your work for the semester, including your final web project.

References/Web Sites

There is no required text books for this class.

Reccommended: Learning Web Design, A Beginner's Guide to HTML, CSS, Javascript, and Web Graphics, by Jennifer Niederst Robbins, O''Reilly, Publisher, 2012

Other readings will come from various up-to-the-moment **design blogs**.

(I will show images and quote frequently from Jim Webb's *Coding for Designers*, which is not available publicly. The copyright is owned by Acquent Gymnasium)

Helpful web links: (more links on our class web-page)

HTML and CSS reference: *http://reference.sitepoint.com/html* **and** *http://reference.sitepoint.com/css*

http://www.w3schools.com

http://www.w3schools.com/tags/ref_colorpicker.asp

 http://www.colorzilla.com/gradient-editor/

http://www.google.com/webfonts

http://www.dynamicdrive.com/style/csslibrary/category/C1/

Dreamweaver: *http://tv.adobe.com/* **and** *http://www.lynda.com/*

Disabilities Accommodation

If you require any accommodation because of a diagnosed disability, please contact OSS, the Office of Specialized Services @ 201-200-2091. I must receive documentation in order to accommodate.

Web Design *Schedule of Classes, Fall 2014*

New Jersey City University
Professor: Janet Pihlblad
jpihlblad@njcu.edu
Office: rm: 229

Week 1: Sept 4
Introductions

Let's go over the syllabus together; **See slides** as an introduction to the class, and then introduce yourselves.
Slide Lecture: Why learn coding? How do developer, interactive designers and graphic designers work together? What do we mean by "navigation?" What is essential to good navigation design? We will examine and discuss several sites which have creative and intriguing navigation.
Homework: Assignment, Part One: Read article about navigation in web sites,
Part Two: choose a site to present to the class and demonstrate/explain their navigation, typography, and hierarchy of design. You will also turn in a typed page in which you answer specific questions on the navigation of the site you chose.
Part Three: Start thinking about the blog you will design.

Week 2: Sept. 11
Introduction to HTML.

Present the sites you have chosen and discuss the aspects of navigation design and hierarchy.
Slides and discussion: What is HTML; what are opening tags and closing tags, heading and paragraph tags; Learning more useful tags; why is page structure important? How do CSS and HTML work together? How is CSS like styling in print-design?. Practice time for what you have learned. **Refresher Slides** on typography and **type classifications.**
Assignment: Design/Layout your blog page in Photoshop.

Week 3: Sept.. 18
HTML, Adding CSS

Look at your blog designs and critique. More HTML: Font stacks, what is meant by element and content? CSS: control the appearance of your content. Start with in-line styling. What are attributes and values? Color, font, size, line-height. Construct the HTML for a recipe. Practice time for what you have learned.

Week 4: Sept. 25
HTML and CSS, Together Every element is in a box, padding, margins, borders and divs. Margins
are important! Practice making a party invitation. Ongoing **Project:** Build a blog page in HTML, and then create several independent CSS style sheets which change it's appearance.

Week 5: Oct. 2
Web Site Essentials, File Naming, Directories: Folder Structure

Take-home reading, *Web Essentials,* and fill in reading guide pages, to be turned in. Quiz on the Take-home Reading, *Web Essentials*, and Discuss.

What is a host/server? site-maps, your domain, saving and optimizing images for the web in both Photoshop and Illustrator. Some essentials you need to know!

Work time during class, with help, for your blog.

Week 6: Oct. 9
Introduction to Dreamweaver

Your blog is due.

Assignments: Creative Rollovers.

Introduction to Dreamweaver: define site, looking at the Dreamweaver interface, design view and code view, properties panel, files panel, creating a new page, inserting an image, making a link, behaviors panel, making a rollover.

Week 7: Oct. 16
Creative Rollovers: Behaviors in Javascript.

Critique your Creative Rollovers.

Discuss choosing plural sets of standard fonts that work on most browsers versus embedded fonts, legibility, serif versus sans serif, anti-aliasing. Text wrap issues; "above and below the fold"; clarity of hierarchy; alignment; divs and white space. Learn how to use google's free fonts for embedding. **Watch video:** Typography for the Web Now. **Homework:** Research and present sites that inspire you, along the lines of the site you want to create. Analyze one site and make a wireframe and a site map for it, to understand how site maps work. Now begin planning your own site, a portfolio site or other.

Week 8: Oct. 23
Typography & other Graphic Design Issues for the Web

Web fonts, Adobe Typekit, Googlefonts, color for the web, web-safe colors in Photoshop and Illustrator, Understanding how to use the 3WC color site to help you plan your sites colors, and make it work in HTML. Gradients in HTML using the Colorzilla site; Dreamweaver Review: "define site", using the files panel, starter page layouts, liquid layout versus fixed layout, page properties, typed text versus text as image.

Week 9: Oct. 30
Considering Mobile and Other Devices

Discuss Responsive Design: Designing for various screen sizes and resolutions. Examine how this works on various sites, understand the labor-intensive alternatives. Homework: Read article on Responsive Design. Due: Individual student presentations on the various assigned essentials and new alternative choices in web design.

Week 10: Nov. 6
Your Own Portfolio Site

Discuss Search Engine Optimization (SEO). Continue working on your web sites. Schedule individual meetings with me to discuss your ideas. You must present a written description, layout sketches and site map-wire frames. This semester you will all be making portfolio sites.

Week 11: Nov. 13
Copyright Infringement Issues

Making photo albums in Dreamweaver using scripted plug-ins.
Copyright infringement issues, several selected readings, and watch video: *RIP! A Remix Manifesto.*
Continue to work on your individual web sites.

Week 12: Nov. 20
Wordpress Sites, Design-Altered with CSS

Learn how to begin with the open-source code from a Wordpress site and adapt it to your own design using the styling atributes you learned in CSS.
'

Thanksgiving--No class

Week 13: Dec. 4
Critique Sites While in Progress

Present your web sites in progress for group feedback. Other embedded multi media, audio and video, accessing Javascript in Dreamweaver, and using/choosing plug-ins, like slide shows. More work time in class.

Week 14: Dec. 11
Field Trip, TBA

Week 15: Dec. 18
Present your Final Site

First version of your final site will be projected and critiqued.

Final Exam: Last Class Meeting

Second version, with corrections, and be prepared to turn in your semester's work on a CD disc. All sites and links must work, double check your disc before you turn it in.

(The Instructor reserves the right to proceed at a pace most helpful for the individuals in the class, and to alter the syllabus when appropriate.)