

**ART 392 Media I: Web Interface Design****Fall 2007 Syllabus****OVERVIEW**

Web Interface Design introduces Graphic Design students to the history, theory, and practice of Web design and development. You will learn the critical analysis skills necessary to evaluate Web interfaces based on the principles of visual design, information hierarchy, content, usability, functionality, and interactivity. We will explore programming techniques as well as commercial software used to develop current Web applications; including HTML, Javascript, and Dreamweaver. You will then apply these technical skills, along with your expanding knowledge of graphic design (including typographic and visual forms) to plan, design, and build effective Web spaces.

**GOAL**

The ultimate goal of this class is for students to learn to create a successful Web site utilizing both technical skills and Graphic Design skills. Successfully completed Web sites will utilize logical structure and organization, while simultaneously providing a well designed front-end visual experience.

**PREREQUISITES**

ART 331: Graphic Design I, ART 332: Graphic Design II, ART 333: Graphic Design III  
May be taken concurrently with ART 334: Word & Image

**REQUIRED MATERIALS**

*HTML, XHTML, and CSS, Sixth Edition (Visual Quickstart Guide)*  
by Elizabeth Castro

*Adobe Dreamweaver CS3*

All students must bring a laptop computer to class everyday. Students must have an email account, a Blackboard account, a sketchbook or notebook, and a portable storage device such as a flash drive.

Students are expected to utilize and surf the World Wide Web on a daily basis as it is an invaluable resource tool.

**RECOMMENDED READING**

The following books are not required, but can provide you with further information.

*Javascript for the World Wide Web, Fifth Student Edition (Visual QuickStart Guide)*  
by Tom Negrino

*The Real Business of Web Design*  
by John Waters

**COURSE OUTLINE**

This course will include lectures, readings, discussions, demonstrations, in-class activities, several exercises, and one final project. Most assignments will include presentations and critiques. It is essential that you attend every class, keep up with readings, and participate in discussions and critiques throughout the semester. Your grade will reflect the effort you put into those requirements.

**ATTENDANCE**

More than one absence will result in lowering your grade by one letter. After more than two absences, you will be asked to drop the class. Since this class will meet only once a week, missing any class sessions can be detrimental to your success. Students who miss class are responsible for obtaining the missed day's notes from other students, and for completing any in-class exercises missed.

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Students must be on time to class, come to class having read assigned readings, have completed all work due, and be prepared to participate in class discussions. Roll will be taken every morning five minutes after the start of class. Students who show up after roll call will be marked for 1/2 a day's attendance.

**BLACKBOARD & WWW**

Student use of Blackboard and the World Wide Web is essential to this course. The Blackboard site for this course will be frequently updated. Students must check the Blackboard course site and their email on a regular basis. Students are expected to utilize the World Wide Web as a resources for this class. In addition, students are expected to surf the internet on a daily basis. At the beginning of each class, students will be expected to share a new or interesting Web site they have been to.

**COURSE SPECIFICS**

Since we will only be meeting once a week, we will be covering a lot of information during each class session and it is imperative that you attend all sessions. In addition you should expect to spend a minimum of 6 hours per week outside of class reading, practicing, surfing the World Wide Web, and working on assignments.

**GRADING CRITERIA**

Your final grade will be comprised of your exercise grades, class participation, in-class activities, and project grade. Grades will reflect your demonstration of technical skills and the design and creativity of given assignments. A grade of "A" will be awarded to students who design creative and thoughtful solutions to assignments, completely follow directions, articulate ideas well, and who share and receive constructive criticism. Assignments must be turned in on time at the beginning of class. Turning in work late will lower your grade by one letter grade per calendar day of lateness beginning on the day it is due. Your work must be turned in by the beginning of the class session that it is due. This means that grades on work handed in after the start of class will be deducted one letter grade. A grade on work turned in the next day will be deducted two letter grades, and so on.

Exercises	40%
In-Class Activities	10%
Final Project	40%
Participation	10%

A = 90-100% - Excellent, outstanding work. Innovative and creative approach to completing assignments. Goes above and beyond basic requirements.

B = 80-98% - Above average. Explores alternative approaches beyond basic requirements.

C = 70-79% - Average. Satisfies only basic requirements.

D = 60-69% - Below expectations. Does not satisfy basic requirements.

F = 0 - 60% - Failing.

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### **ACADEMIC INTEGRITY**

The class will follow the UMBC Student Handbook definition of Academic Integrity:

“By enrolling in this course, each student assumes the responsibilities of an active participant in UMBC’s scholarly community in which everyone’s academic work and behavior are held to the highest standards of honesty. Cheating, fabrication, plagiarism, and helping others to commit these acts are all forms of academic dishonesty, and they are wrong. Academic misconduct could result in disciplinary action that may include, but is not limited to, suspension or dismissal. To read the full Student Academic Conduct Policy, consult the UMBC Student Handbook, the Faculty Handbook, or the UMBC Policies section of the UMBC Directory.”

### **MANDATORY**

There will be a MANDATORY design symposium for all Graphic Design students on October 17 from 6-8pm at the Baltimore Museum of Art, in the Joseph Meyerhoff Auditorium. There will be 5 speakers traveling to Baltimore to speak at this event, and the topic is Design for the Community. You will need to check in with a UMBC student representative both at the beginning and end of the event to record your attendance.

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**WEEK 1- AUGUST 31:****IN CLASS**

- Read through syllabus
- Discussion of web, history, etc.
- Design and development process
- Activity 1 (Roots Market)
- Analysis of sites (structure, design)

**WEEK 2 - SEPTEMBER 7:****DUE:**

- Purchase textbook, bring computer, surf web

**IN-CLASS:**

- Brief discussion activity 1
- IA lecture
- Usability lecture
- Intro to HTML lecture (ch 1 & 2)
- Introduce ex. 1 (web analysis)
- Work on ex. 1

**HOMEWORK:**

- Read ch 1-4, and 6

**WEEK 3 - SEPTEMBER 14:****DUE:**

- Ex. 1, read ch 1-4, and 6

**IN-CLASS:**

- Ex.1 handed in
- Oral presentation of projects; strengths and opportunities for improvement of site
- HTML lecture (review ch 1&2, discuss ch 3&4)
- Intro page layout (tables)
- Introduce ex. 2 (BMA)
- Work on ex. 2

**HOMEWORK:**

- Finish ex. 2
- Read ch 5,7,8,9

**WEEK 4 - SEPTEMBER 21****DUE:**

- Ex. 2, read ch 5,7,8,9

**IN CLASS:**

- Ex. 2 handed in
- Review ex. 2
- CSS, Images, & Tables Lecture
- Intro to Dreamweaver
- Intro ex. 3 (One Straw Farm)

- Work on ex. 3

**HOMEWORK:**

- Finish ex. 3
- Read ch 10,15,16

**WEEK 5 - SEPTEMBER 28****DUE:**

- Ex. 3, read 10,15,16

**IN-CLASS:**

- Images & Color Lecture
- More Dreamweaver
- Intro ex. 4 (home page)
- Work on ex. 4

**HOMEWORK:**

- Finish ex. 4

**WEEK 6 - OCTOBER 5****DUE:**

- Ex. 4 (folder structure, basic page)

**IN-CLASS:**

- Review ex. 4
- Javascript Intro Lecture (rollovers)
- Introduce ex. 5
- Edits ex.4
- Begin ex. 5 (Broder)

**HOMEWORK:**

- Ex. 4 & ex. 5
- Read ch 19 & 20

**WEEK 7 - OCTOBER 12****DUE:**

- Ex. 4 w/ edits, ex. 5, read ch 19 & 20

**IN-CLASS:**

- Review ex. 5
- More on Javascript Lecture (ch 20)
- Intro to Forms Lecture
- Forms activity
- Introduce ex. 6 (creating a form)

**HOMEWORK:**

- Ex. 6 (create the form layout)
- Read ch 17 (+19 & 20 again)

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**WEEK 8 - OCTOBER 19****DUE:**

- Ex. 6 (form layout)
- Read ch 17, 19, 20

**IN-CLASS:**

- Review form layout
- Making a Form function Lecture (php, etc)
- Review ch 17,19,20
- Using a required field
- Work on making ex. 6 form work

**HOMEWORK:**

- Make ex. 6 form work
- Review ch 17,19,20 (Javascript actions)

**WEEK 9 - OCTOBER 26****DUE:**

- Ex. 6
- Review ch 17,19,20

**IN-CLASS:**

- Review ex. 6 and forms
- More Dreamweaver
- Intro ex. 7
- Work on ex. 7

**HOMEWORK:**

- Ex. 7
- Read ch 22

**WEEK 10 - NOVEMBER 2****DUE:**

- Ex. 7, read ch 22

**IN-CLASS:**

- Review ex. 7
- Introduce Final Project
- Review usability, design, structure

**HOMEWORK:**

- Final project sketches on paper/by hand

**WEEK 11 - NOVEMBER 9****DUE:**

- Final project sketches

**IN-CLASS:**

- Review final project sketches
- Multimedia Lecture
- Work on Photoshop sketch

**HOMEWORK:**

- Work on Photoshop sketch
- Read ch 18

**WEEK 12 - NOVEMBER 16****DUE:**

- Photoshop sketch, ch 18

**IN-CLASS:**

- Photoshop sketch presentations/crits
- Search Engine Optimization & Includes Lecture (ch 24)

**HOMEWORK:**

- Design changes and begin conversion to HTML
- Read ch 25

**WEEK 13 - NOVEMBER 30****DUE:**

- HTML, read ch. 25

**IN-CLASS:**

- Blogs Lecture (ch 25)
- Continue work on final project HTML

**HOMEWORK:**

- Final projects

**WEEK 14 - DECEMBER 7****DUE:**

- Final projects ready for crits

**IN-CLASS:**

- Final crits

**HOMEWORK:**

- Final edits/changes

**WEEK 15 - DECEMBER 14****DUE:**

- Final Projects