

GD110

Web Design
Fall 2016
11 weeks
4 units
Tuesday/Thursday
14 E Jackson 513
1.30–3.00

INSTRUCTOR

Nathan Matteson
nmatteso@cdm.depaul.edu
312 362 7983
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312 961 9868 (text)
CDM520
T/TH 11–1
M/W/F by appt

DESCRIPTION

An introduction to design process and strategy for the web. Students will be introduced to layout and composition, typography, color, and navigation concerns specific to web design. Projects will be created using both visual design applications and hand-coding with HTML and CSS. The class will also introduce basic components of hypertext transfer protocol, and web site deployment.

LEARNING OUTCOMES

- Understand the basic technologies behind web page delivery
- Understand accessibility concerns inherent in delivering content over the web
- Explore common design patterns used in contemporary web practice
- Create web projects that are usable and show an awareness of audience, ethic, and aesthetics
- Evaluate design in terms of both function and visual harmony

TEXTBOOK

None required. A list of suggested online & print material can be found below. Other readings will be supplied through D2L as necessary.

MATERIALS

You'll want to get these materials as soon as possible. Paper and pens can be purchased nearby at Blick and/or Utrecht. While we will be using software throughout this class, please bring pen and paper each day.

- **EXTERNAL HARD DRIVE.** You may also use an online service such as iCloud, DropBox, s3, etc. You are responsible for backing up your own work. Failure to turn in a project will result in a zero grade for that project. I'd advise you not to use a 'thumb' or 'flash' drive, as they're notoriously prone to fail without notice.
- **PAPER.** For note-taking and sketching.
- **BLACK INK PEN, BLACK MARKER, PENCIL.** If you don't already have a preferred writing implement, several companies make good writing tools: Staedtler, Copic, and Micron come to mind.

ATTENDANCE

You are expected to show up to class prepared and on time. While the university has policies regarding excused absences (see below), in reality there's being here and there's *not* being here. If you chose to miss class, you (and only you) are responsible for the content you miss when you're absent—make friends with someone early if you anticipate being absent later in the quarter. Failure to attend will generally result in a lack of participation, and consequently a reduced grade.

LATE WORK

Punctuality is integral to a successful design career. So too is turning in your work on time. I do accept work up to 24 hours late—though at the expense of a reduced grade. I also accept revisions of work for a potentially improved grade! So please turn in your work *on time*, and revise it as necessary *after* it's due. The importance of these two skills cannot be over-stated.

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CLASSROOM CONDUCT

Given the nature of our work, we'll be having discussions and lectures during class. You are expected to participate in these exchanges in a professional manner. Participation in critiques and reviews is not optional. You are expected to both comment on your peers' work as well as offer your work for feedback.

When you're discussing someone else's work, treat them with respect. When someone else is talking about your work, don't take it personally.

COURSE STRUCTURE

This course will revolve around two major projects designed to reinforce material covered in class lectures. Periodically we'll have a quiz, but these will not be a surprise. Class time will be divided amongst lecture, lab time, and critique.

GRADING POLICIES

Grades are perhaps the least interesting (and, from a professional standpoint, possibly least *important*) component of a design education. Generally, employers won't be asking you what your GPA is, or nit-picking over the fact that you graduated *magna cum laude* rather than *summa cum laude*. They are however an important part of teaching methodology, and they should at least mean something.

Final grades will be based on your projects throughout the term, as well as class participation. Final grades are calculated based on standard deviation (ie, a so-called bell curve)—though this does *not* mean that only one person gets an A and most people get Cs.

Participation includes (but is not limited to) contributing to discussions in class; participating in critiques and design reviews; asking your peers for help during lab time, and offering help if you're able. Failure to be an active member of the class will result in a lower grade.

Each project grade is based on the following components of your work. Bear in mind that not every project will require the same amount of each component.

- **THOUGHT.** This is the intellectual or conceptual component of a project. You might equate it with 'art direction' or 'strategy'.
- **STRUCTURE.** Your use of the basic 'elements and principles of design' as we say. How well you've managed to communicate the previous component. Sometimes we call these two aspects of our work: form and content.
- **CRAFT.** Ability to follow project parameters and instructions. Attention to detail. Desire to have a clean X-acto cut rather than a raggedy one.
- **PROCESS.** This is where we collect some aspects of our work that are perhaps a bit more intangible. Both 'effort' and 'professionalism' fall into this category. Your ability to show up to class on time, participate meaningfully in critiques, attempt things that seem beyond your reach, etc.

The grade 'breakdown' is as follows:

- **PARTICIPATION.** 25%
- **PROJECT 1.** 30%
- **PROJECT 2 DESIGN.** 30%
- **PROJECT 2 CODE.** 15%

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OTHER RESOURCES

The 'state-of-the-art' tends to change quite rapidly on the web—hence the lack of a required textbook. Generally, you can find information of the same quality, and higher reliability, online for free. Below is a list of both printed and web-based resources that you'll find helpful throughout the term, and in the future.

It's worth noting again that material regarding web design and development becomes obsolete rather quickly. Be careful that the publication date of what you're reading is recent (generally within 12 months)—or the information may be out-of-date and essentially useless. Note that the two printed works below are a bit old now, but are still useful as basic, entry-level texts.

- Jon Duckett. *HTML & CSS*. Hoboken: John Wiley and Sons, 2011.
- Elizabeth Castro and Bruce Hyslop. *HTML5 and CSS3 Visual Quickstart Guide*. San Francisco: Peachpit Press, 2011.
One or the other of the above should be sufficient.
- w3schools.com is the hands-down best online reference web-based programming languages.
- codeacademy.com is a good resources for coding tutorials if you're having trouble getting the hang of HTML or CSS.
- css-tricks.com is a pretty good collection of tutorials with a lot of focus on the newer features available in CSS3. While I harbor enormous disdain for the idea of learning through 'tips and tricks', and I think this site deserves a better name, it's quite good and well-thought-out.
- htmlandcssbook.com contains several online resources related to the HTML & CSS book listed above.
- alistapart.com is a collection of articles about all aspects of web design, both very informative and well-written. We'll be referencing several articles from alistapart in this class.

Also, please sign up for the DePaul Graphic Design Mail List: mailman.depaul.edu/mailman/listinfo/design.

And be aware that DePaul has recently acquired an institution-wide license for Lynda.com, which is a wonderful resource for all kinds of technical training. You'll need to sign in with your DePaul user and password using the link found at software.depaul.edu/training. Lynda.com covers everything from using Photoshop, to mic'ing a drumkit, to writing an operating agreement for your startup.

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COURSE TOPICAL SCHEDULE

WEEK	DATE	TOPIC
One	Sep 8–13	Introduction to the course. Dissection and analysis. <i>Last day to add (or swap) classes.</i>
Two	13–20	Design strategy. Visual design. Understanding responsive/adaptive design. <i>Last day to drop class without a penalty.</i>
Three	22–27	User interface (UI) vs user experience (UX). Basic interactivity best practices. <i>Last day to select auditor status.</i>
Four	Oct 29–4	Information architecture (IA) and content strategy. Grids and layout.
Five	6–11	Typography. <i>Begin registration for winter quarter.</i>
Six	13–18	Imagery.
Seven	20–25	Color. <i>Last day to withdraw from class.</i>
Eight	Nov 27–1	Project lab.
Nine	3–8	Project lab.
Ten	10–15	Project lab.
Eleven	17	Final presentations, 11.30–1.45

MY SCHEDULE

I'll be available on-campus outside of class during the week. My office is CDM520, and my office hours are listed on the CDM website. I'm usually on campus almost every day of the week, so if you need to meet with me outside of office hours, please let me know.

It's important to realize that I *encourage* you to make use of my office hours. It's easy to become overwhelmed by your first coding course if you've no prior experience. Don't let this happen to you! Ask for help early, ask for help often.

COMPUTER LABS

Computer labs are available for your use outside of class. For schedule information, please check here: cdm.depaul.edu/Current%20Students/Pages/Labs.aspx. You'll need to swipe into the rooms with your DePaul ID, so please be sure it's activated.

TUTORING

Free tutoring services are available during the fall, winter and spring quarters for undergraduate students and graduate students in introductory courses of their program. The primary location of the Tutoring Center is room 208 in the CDM building. Tutors for digital cinema and animation courses are available on the 9th floor of the CDM building next to the Cage. The tutor for networking courses is located in room 348, the networking lab.

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An appointment with a specific tutor can be scheduled through MyCDM. Online students can schedule a virtual session using this system. Tutoring is also available on a walk-in basis. You will be asked to complete a sign-in form with class, instructor and assignment information. Sessions are ½ hour in length and may be individual or in a small group session if there are other students from the same class.

ONLINE COURSE EVALUATIONS

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in campusconnect.depaul.edu.

ACADEMIC INTEGRITY & PLAGIARISM

This course will be subject to the university's academic integrity policy. More information can be found at academicintegrity.depaul.edu. If you have any questions be sure to consult with your professor.

A NOTE ON PLAGIARISM FROM NATE

Plagiarism in web design can be a tricky thing. While it's common-place to copy and paste small bits of code that you find in tutorials and such, lifting large portions of code—or blatantly copying the design of another site—is a different matter. If you're concerned with whether or not you're on the right side of the law, please don't hesitate to ask me. If you are in fact copying the bulk of your code, without making significant changes, your grade will be reduced, and you will risk failing the course. This is a situation in which it is definitely better to ask for permission rather than forgiveness.

Also, be aware that I am obligated as a professor in the university to report all academic integrity violations, no matter how minor they may seem.

ACADEMIC POLICIES

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx.

RESOURCES FOR STUDENTS WITH DISABILITIES

Students who feel they may need an accommodation based on the impact

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of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: Student Center, LPC, Suite #370; phone number: (773) 325 1677; fax: (773) 325 3720; TTY: (773) 325 7296.

WITHDRAWAL

Students who withdraw from the course do so by using the Campus Connection system (campusconnect.depaul.edu). Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

RETROACTIVE WITHDRAWAL

This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM. The deadlines for submitting appeals are as follows:

- AUTUMN. Last day of the last final exam of the subsequent winter quarter
- WINTER. Last day of the last final exam of the subsequent spring quarter
- SPRING. Last day of the last final exam of the subsequent autumn quarter
- SUMMER. Last day of the last final exam of the subsequent autumn quarter

EXCUSED ABSENCE

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at studentaffairs.depaul.edu/dos/forms.html. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

INCOMPLETE

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of *satisfactory progress* in the course.

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and ap-

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proved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

- All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.
- If approved, students are required to complete all remaining course requirement independently in consultation with the instructor by the deadline indicated on the incomplete request form.
- By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.
- An incomplete grade does *not* grant the student permission to attend the same course in a future quarter.

This syllabus is subject to change at any time, with notice.