GD 110: WEB DESIGN

course information: d2l.depaul.edu
instructor: Christopher Kalis \ ckalis@cdm.depaul.edu
office hours: Tuesdays 2:30pm to 5pm \ Student Center 332

DESCRIPTION

Students will use current industry standard design applications such as Photoshop and Illustrator, and beginning hand-coding in HTML, CSS for introductory web design. An introduction to visual design fundamentals will include composition, typography, web color, and digital imaging. Informational navigation, structure, front-end design, and implementation will be studied.

LEARNING GOALS

This class is intended to acquaint the student with the basic languages and design processes necessary for working with the web. By the end of the term, students should be able to read and write HTML and CSS, and use them in the design of functional web pages. While the class focuses on basic coding ability, students will also gain skill in the visual design of material on the web, as well as an understanding of basic wireframing, prototyping, and IDE (Integrated Development Environment) applications.

TEXTBOOK

None required. A list of online & print material can be found below. Other readings will be supplied through D2L as necessary. Often times web-based resources are more up to date and have higher readability.

MATERIALS

FLASH DRIVE / EXTERNAL HARD DRIVE:
You may also use an online service such as *iCloud, DropBox, Google Drive,* 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.
PAPER:
For both *note-taking* and *sketching.*
BLACK INK PEN, BLACK MARKER, PENCIL:
Make sure that you have a good writing tools. *Staedtler, Copic, and Micron* are companies who make good writing tools.

ATTENDANCE

This is an applied, hands-on studio art class, with class lectures, demonstrations, and peer critiques, which are vital and cannot be duplicated. Attendance is crucial. There's no such thing as an 'excused absence'—there's being here and there's not being here—however exceptions are given for dire circumstances, such as severe illness, death of a family member, etc. Please contact me (in advance when possible) if you will need to miss a class.

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.

CLASSROOM CONDUCT

We're all adults here, and we're here to learn. So please don't waste your time on Facebook, etc during class. Turn your phone ringer off, and remove your headphones. We have a finite amount of time, and need to use it wisely.

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COURSE STRUCTURE

The course will consist of approximately 50% lecture, 30% labs, and 20% in–class review. Because we will be covering a lot of material it is imperative that you attend each class. You are expected to participate in these exchanges in a professional manner. If you don't intend on contributing, don't disturb those who are. This is your classroom—but bear in mind that it is also your peers' classroom. 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.

GRADING + CRITIQUE

Final grades will be based on your projects and quizzes throughout the term, as well as a final during exam week. Final grades are calculated based on standard deviation (ie, a so-called bell curve). This is meant to give you an reasonably accurate idea of where you stand amongst your peers. The final curve is based on grades throughout the quarter. 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 / RESEARCH: This is the intellectual or conceptual component of a project. You might equate it with 'art direction' or 'strategy'.

STRUCTURE / FORM: 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 / DETAIL: Ability to follow project parameters and instructions. Attention to detail. Desire to have a clean edge, uniformity, clarity, and detail.

PROCESS / EFFORT / PROFESSIONALISM: 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.

INCOMPLETE

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 approved 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.

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RESOURCES

Below is a list of both printed and web-based resources that you'll find helpful throughout the term, and in the future.

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.

w3schools.com is the hands-down best online reference and educational tool for any web-based programming language that you could ever need.

alistapart.com is a collection of articles about all aspects of web design, both very informative and well-written.

TOOLS

WireFraming/Mockup: **MockFlow** *www.mockflow.com*
IDE: **WebStorm:** *www.jetbrains.com/webstorm*
Editors: **Sublime Text 2:** www.sublimetext.com/2
Coda: *www.panic.com/coda*

MY SCHEDULE

I'll be available on-campus outside of class during the week. My office hours in Lincoln Park are Tuesdays at 2:30pm, directly after class ends in the room next to the classroom, STD CNT 330.

COMPUTER LABS

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

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

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ACADEMIC INTEGRITY

This course will be subject to the academic integrity policy passed by faculty. More information can be found at academicintegrity.depaul.edu.

PLAGIARISM

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor. *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.*

RESOURCES FOR STUDENTS WITH DISABILITIES

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

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

This course was originally designed and has been taught since 2012 by my colleague Nate Matteson. I have followed his syllabus closely, and I have also borrowed materials from GD and ISM courses, as taught by Nichole Pinkard, Sal J. Barry, and Shiro Akiyoshi.

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COURSE TOPICAL SCHEDULE

Week 1: September 12, 17

Basic HTML, tags, attributes, semantics

Assignment #1: Website Analysis
Assignment #2: HTML ONE

Week 2: September 19, 24

Basic HTML, tags, attributes, semantics

Assignment #3: HTML TWO
Assignment #4: CSS ONE

Week 3: September 26, October 1

Basic CSS, selectors, properties, values

Assignment #5: Hyperlinks, Images
Mockups

Week 4: October 3, 8

CSS box model, HTML organization, page divisions, floats and clears

Project #1: Building a webpage

Week 5: October 10, 15

CSS mechanics, cascading and specificity

Week 6: October 17, 22

MIDTERM CRITS
Navigation, image sprites, pseudo-classes

Week 7: October 24, 29

Page Footers and microformats

Project #2: Building a webpage: menu redesign

Week 8: ~~October 31,~~ November 5

Take Home Exam (10/31)
Forms and inputs, design and interactivity

Week 9: November 7, 12

Advanced CSS, dropdown menus, keyframes, opacity

Week 10: November 14, 19

Lab Time and Individual Meetings

Week 11: November 21,
Final Exam, 11:45pm – 2pm

Final Presentations