

DEPAUL UNIVERSITY
COLLEGE OF COMPUTING AND DIGITAL MEDIA
SCHOOL OF DESIGN, GRAPHIC DESIGN

SYLLABUS: GD 110

WEB DESIGN

“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.”

—CHARLES EAMES

Syllabus last edited March 29, 2016

Web Design: GD-110

CLASS INFO:

Spring 2016

Section: 601

M/W 10:10AM - 11:40AM

14EAS 00513, Loop

Class# 32555

4.00 credits

Your Final Exam is on Wednesday, June 08, 2016, from 8:30 AM to 10:45 AM

Instructor: Heather Quinn

hquinn2@cdm.depaul.edu

mobile: 617.901.0284

Office: CDM 473

Office Hours: Monday and Wednesdays 12:30-1:15pm

April 10: Last day to drop classes with no penalty

COURSE DESCRIPTION

Students will use current industry standard design applications such as Photoshop and WebStorm, as well as hand-coding html and 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.

In this course students will gain an understanding of the standard visual design process used to create digital strategies for the Web. Although this class is focused on Web, we will also discuss responsive design and how designers are tasked with designing experiences and touchpoints across devices (mobile, tablet, email, etc.)

In addition to the above tasks and projects, students will also gain an understanding of the History of the Web (last 20 years), as well as both the categories of Websites that exist (marketing sites, e-commerce, task based sites—i.e. project management and intranets), and standard industries (technology, finance, retail, publishing, academia, etc.).

Lastly, though this class is practical in nature, students are encouraged to think about the future potential of user experience and the Web, and to push the conceptual boundaries of design.

COURSE OBJECTIVES

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. Students will become familiar and work with basic design and planning techniques.

- Understand how Information Architecture, and Content Strategy work with Visual Design
- Understand how to spec visual design for developers
- Understand what responsive design means and how it drives your design thinking and process

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

BASIC MATERIALS

Sketch Book (for note taking and sketching)

Post-It Notes (at least 4 colors, standard size)

Pencils, Pens (Brands: Sharpie, Staedtler, Copic, and Micron)

Digital Camera/iPhone camera (a basic one is fine)

SOFTWARE/TECH

Microsoft Office

Adobe CS

Others may be introduced later on in the quarter

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 regularly, as they're notoriously prone to fail without notice

READING MATERIALS AND GENERAL TO-DO'S

There is no required text for this class. I will provide weekly reading material (online or hand outs).

Always bring supplies to every class

We will need a few additional supplies throughout the quarter

READING

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.

PRACTICAL RESOURCES

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.

htmlandcssbook.com

contains several online resources related to the html & css book listed above.

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 micing a drumkit, to writing an operating agreement for your startup.

STRATEGY AND INSPIRATION

<http://sapientnitroblog.com>

a blog written by one of the top agencies.

alistapart.com

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

CHANGES TO SYLLABUS

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

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.

ACADEMIC INTEGRITY AND PLAGIARISM

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

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: <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

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: csd@depaul.edu.

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

ATTENDANCE

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

CLASS DISCUSSION

Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers and projects. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments and projects. Students must keep up with the reading to participate in class discussion.

ATTITUDE

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

CIVIL DISCOURSE

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

CELL PHONES/ON-CALL

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

WHAT TO EXPECT IN THIS CLASS WEEK TO WEEK

The focus of the class is on design strategy and approach. There is a fair amount of research, writing and strategy happening each week. The goal is to have you understand the pieces a visual designer needs to understand within the digital space (web, mobile etc). During the last few weeks we will learn the best practices for creating and developing those design(s) with HTML/CSS.

Its important to note that the class is geared towards getting you to think strategically about visual design for web. When you are done you should understand the basic pieces that go into creating a digital experience. You may not be an expert at any of them , but you will know enough to determine where you want to move forward, or where to resource to develop further skills and ideas.

Schedule is Subject to Change. We may have Guest Critics and Speakers throughout the Quarter, including via Skype.

WEEK 1

Introduction
Dissection and Analysis (The Guardian)

WEEK 2

Design Strategy and Approach
Visual Design
Understanding Responsive Design

WEEK 3

UI and UX
Understanding Basic interactivity (best practices)

WEEK 4

IA and Content Strategy
Grids and Layout

WEEK 5

Typography

WEEK 6

Imagery
(Photography, Illustration, Textures, Buttons and Icons)

WEEK 7

Color
(Standard Meaning, Branding, Accessibility, Visual Cues)

WEEK 8

Project

WEEK 9

Project

WEEK 10

Project

WEEK 11

Final

GRADES

Grades are a reflection of the effort put forth as stated below. I do not look for perfection or the best final projects. I look for students who take risks, keep exploring, try new things and go back and improve projects after we review them. I want my students to develop a love and a passion for user experience and web design. The course is meant to inspire you to look at the web in new ways. I expect you to work hard.

GENERAL GRADING POLICIES

Participation, In-Class Attitude/Attendance

Everyone should participate in each class. Not everyone is the best presenter, however it's important to become comfortable speaking in a group and communicating.

Homework Assignments

Have your homework completed at the start of class. Process, research and discovery are as important as the final result(s). While not required, it is recommended that you keep a sketchbook/process book during the quarter.

Projects (Design and Craftsmanship)

Have your assignments complete and take risks. I'd rather see you try something new and fail than have a perfect project. Work on your craft. You need to develop a steady hand and an eye for detail.

Quiz's/Exam

Covers what we learn in class lectures and through projects.