

## GD216 Web Design For Artists

TR 3:10-4:40 | 14 East RM 513 | Spring 2016 | 4 credits

### COURSE DESCRIPTION

A design-focused web class that explores intermediate concepts and techniques in the visual design, development and implementation of websites for personal expression and artistic experimentation. Students will use industry standard design applications and some hand coding in HTML and CSS.

### PROFESSOR

**April Wilkins** [awilkin9@cdm.depaul.edu](mailto:awilkin9@cdm.depaul.edu)  
(*this is the best way to contact me*)  
312.405.9828

### OFFICE HOURS

M 1:30-4:15 pm, T 4:45-5:45 pm  
14 E Jackson rm 200b

### LEARNING OBJECTIVES:

This class presumes a certain familiarity with basic web programming in html and css (though some review will be included). Rather than focus on commercially viable web projects, this class will be an exploration of formal principles inherent in the web, and possible ways in which they can be leveraged for personal expression.

At the successful completion of this course, students will be able to:

- Produce websites for artistic and experimental purposes of expression.
- Develop intermediate digital design concepts in terms of function and value.
- Create intermediate-level digital design projects with an understanding of issues of audience demographic, ethics, aesthetics, and interactivity.
- Apply intermediate web page design both in visual and technical applications, such as Photoshop and Illustrator, in the creation of functioning web pages that will be deployed.
- Analyze contemporary artists who use the web for artistic and experimental purposes of expression.

### REQUIRED TEXTS: NONE

### RECOMMENDED TEXTS:

- Above the Fold: Understanding the Principles of Successful Web Site Design, Brian Miller, How Publishing, [abovethefoldbook.com](http://abovethefoldbook.com)
- HTML/XHTML and CSS, Elizabeth Castro & Bruce Hyslop, Peachpit Press
- Jon Duckett. html & css. Hoboken: John Wiley and Sons, 2011.
- Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug, New Riders Press

## **MATERIALS:**

Obtain these materials as soon as possible.

- Storage: This can be an external hard drive or even better, 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.
- Paper for note taking and sketching. Consider purchasing one of the sketchbooks specifically made for web designers.
- Writing Implement:. If you don't already have a preferred writing implement, several companies make good writing tools: Staedtler, Copic, and Micron come to mind.

## **ATTENDANCE**

Attendance is taken at the very beginning of each session and you are expected to attend for the entire length of all class periods. To be considered present, you must be in class at the time attendance is taken. If you are late, you must sign the late list or you will be considered absent instead of late. It is your responsibility to make sure you are on the late list.

**3 absences** = final grade dropped 1 letter

**4 absences** = fail the class

**3 times late** = 1 absence

Professional practices are required. Students are expected to actively participate by:

- Producing and showing work.
- Actively and critically engaging in all classroom discussions and critiques.
- Completing all assigned readings and writings as specified and on time.
- Completing all assignments on time.

## **EXCUSED ABSENCES:**

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](http://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.

## **COURSE WORK**

This course revolves 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.

Final grades will be based on your projects throughout the term, as well as class attendance and participation.

### **Late Work:**

Punctuality is integral to a successful design career. So, too is turning in your work on time in this class.

- Late work is only accepted one class beyond the due date but will receive a full letter grade deduction.
- Beyond one class late, the assignment will not be accepted and the grade given is an F.
- Only work turned in on time will receive comments and feedback.

**Assignments that are turned in on time can be reworked and resubmitted one more time, up to a week after initial grade was received.**

## **GRADING**

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.
- 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.

### **WEIGHT BREAKDOWN:**

<i>Attendance/ Participation 20%</i>	<i>Project I 35%</i>	<i>Exams/Quizzes 10%</i>	<i>Project II 35%</i>
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## GRADING SCALE:

Grades for this course will be assigned based on classroom participation, reading and writing assignments, any quizzes given, as well as technical and creative skills demonstrated in all exercises and in the final project.

Excellent	Above Average	Satisfactory	Poor/ Failure
A 94-100% (4.0)	B 84-86% (3.0)	C 74-76% (2.0)	D 60-69% (1.0)
A - 90-93% (3.7)	B - 80-83% (2.7)	C- 70-73% (1.7)	F <60% (0.0)
B+ 87-89% (3.3)	C+ 77-79% (2.3)		

## GRADING POLICY:

We, as a faculty, believe in a fair grading system based on performance in college level courses. Grading criteria is as follows:

A	EXCELLENCE	Consistently working up to your potential; excellent class participation, excellent craftsmanship, excellent solutions to the assignments; assignments handed in on time; excellent over-all performance.
B	GOOD	Consistently good performance in both classroom participation and assignments.
C	AVERAGE	Consistently average performance in both classroom participation and assignments.
D	POOR	Consistently poor performance in classroom participation and assignments.
F	FAILURE	Absent from final presentation, failure to turn in assignments.

## RESOURCES

### DEPAUL GRAPHIC DESIGN MAILING LIST:

Be sure to sign up for the DePaul Graphic Design Mail List:

<https://mailman.depaul.edu/mailman/listinfo/design>.

### LYNDA.COM:

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 <http://offices.depaul.edu/is/services/technology-training/Pages/default.aspx>.

## **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](http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx). You'll need to swipe into the rooms with your DePaul ID, so 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.

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.

## **UNIVERSITY INFORMATION**

### **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:**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>.

## **PLAIGARISM:**

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

## **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 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.

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.

## **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: Lewis Center 1420, 25 East Jackson Blvd. | Phone number: (312) 362-8002 | Fax: (312)362-6544 | TTY: (773)325.7296

**This syllabus is subject to change as necessary during the quarter.**