Syllabus:

GD215 / Web Design For Commercial Projects

Course Day/Time
Wednesdays 1:30-4:45pm

Location
CDM Room 623

Office Hours
Wednesdays 5-6pm
CDM 522

Final Project Day/Time
Wednesday 11/14/18 at 1:30pm

Course section/number
401

Instructor
Margot Harrington

Email
MHARR101@cdm.depaul.edu

Description:

Students will gain an understanding of the standard design process used to create a commercial website. They will undertake a semester long re-design of an existing website through: Existing Website Analysis, Competitive Landscape Analysis, Creative Brief and Design Strategy, Participatory Design, Information Architecture, Content Strategy, Visual Design for Website and Mobile counterparts, Understanding of Responsive Design, Process/Project Documentation, and Specifications for Developers (Style Guide). Tools discussed will be Wordpress, Squarespace, Shopify, Weebly, Bootstrap, Responsive Grid Systems, advanced HTML & CSS, and an intro to CSS frameworks.

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.

Class time will be a mix of lectures and Q&A. Outside of class you're responsible for completing the exercises presented each week in class. Over the 10 weeks we will do 1 project and 1 quiz which will be based on the code concepts presented in class.

Learning Outcomes:

Students will understand how the Web came about and how it has developed over time. This historical context will help them consider how the Web may change in the future, enabling them to design with foresight.

• Students will understand industry terms, methodologies and processes, and how the role of Visual Design fits in. By taking part in the full process, including Strategy, IA, Content and Technology, they will be able to design more effectively through the understanding of other roles (context and dependencies). Additionally, this will give greater understanding to the role of the Visual Designer and how they can best add value, ultimately undertaking a higher-level Creative Director type approach/mindset.

• Students will learn how working directly with users can influence a design to effectively work for both the site business goals as well as its target audience's desires.

• Students will gain an understanding of the different types of

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online experiences that exist, so that they can develop visual experiences appropriate for the type of product and industry.

• Students will learn how the Visual Designer affects User Experience through both function (usability) as well as emotionally (branding).

• Students will learn how designing for the web varies from print, and how to apply visual design (color, grid, layout/ grid, imagery) to a flexible, modular system (responsive, flexible design).

• Students will gain and understanding of how technology affects design, as well as an understanding of what developers/technologists need to both create and maintain the design(s). • Overall, students will have a solid understanding of creating for the Web, which will give them solid theory and reasoning for their decisions as they design.

Evaluation Basis:

• Attentiveness during lectures.

• Professional and innovate design layouts

• Demonstrate understanding new code learning throughout class.

• Professional communication, collaboration, and teamwork skills.

• Ability to incorporate feedback and direction from teacher & other students.

• Completion of class assignments on due date.

• Attendance, participation, and on-time arrival to class.

Grade Breakdown:

30% Attentiveness, attendance, communication, in-class participation, on-time arrival to class.

70% Show new skills learned through assigned mock-ups & quiz.

Grade Rubric:

Attentiveness, attendance, communication, participation, punctuality, projects, assignments, quizzes etc will be graded on a 0-5 scale with equal weight given to each item.

4-5: Shows exemplary participation & understanding of assignments with on-time completion, uses professional and innovative design practices that follow current aesthetics, accessibility, and mobile standards, careful in-depth concept & planning.

1-3: Assignment & projects are technically complete but show signs of disorganization, more than 2 areas of the design that are unfinished or basic, late submission, or average planning or conception. Participation is limited, frequent tardies, misses classes.

0: 5 or more issues with design layouts: unclear navigation, poorly planned and unprofessional layout skills, failure to submit an assignment, more than 3 unexcused absences.

Class Materials & Resources:

Recommended text:

Learn to Code Now by Super Hi. PDF version available on D2L. Additional online resources will be added as needed to D2L.

You will need:

- Modern web browser. Chrome or Firefox preferred.

- Design software

- Invision app

- Note Cards

- Sublime Text or similar, no Dreamweaver

- FileZilla or similar FTP software

Schedule:

Week 1 • 09/05/18

Intros, review syllabus, skills assessment, project overview, project planning & research.

Homework

Site design analysis, Competitor Analysis, Platform and Site Type, Site Personas

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Week 2 • 09/12/18

Present homework, user research, peer review from 2 students.

Homework

Continue user research, interview and present key findings from 2 people

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Week 3 • 09/19/18

Present User Research. SEO and Google Analytics. Sitemap and Wireframes.

Homework

Using user research, site research create sitemap of site navigation and functions. Create wireframes of 4 key site pages: homepage, 1-2 text or info-based pages, and a wireframe for each step of main site functions

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Week 4 • 09/26/18

Present Sitemap and wireframes. Lecture: modern design practices grid structures for the web. Invision walkthrough.

Homework

Create full-color design mock-up of desktop version of homepage using responsive friendly grid.

Week 5 • 10/03/18

Critique of design mock-ups. Lecture: Mobile friendliness and accessibility

Homework

Revise homepage mock-up. Create mobile version of design and mobile navigation.

Week 6 • 10/10/18

Lecture: CMS platforms and code types. Peer review of mock-ups.

Homework

Revise mock-ups and create new mock-up of main site functions

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Week 7 • 10/17/18

NO CLASS. Lecture will be pre-recorded and will include homework assignment. Watch on your own time and be prepared for next week.
Lecture: CMS Platforms and code types, continued

Homework

Continue to revise, finish mock-ups of main site functions

Week 8 • 10/24/18

Lecture: Intermediate CSS and CSS frameworks. Peer review mock-ups.

Homework

Revisions to mock-ups, create mock-up of secondary text-based or info pages for site.

Week 9 • 10/31/18

Final review of mock-ups and answer any code questions. 1-1 with me.

Homework

Review CSS and CMS types, code types, accessibility and basic how-to for web functions.

Week 10 • 11/078/18

Lecture: style guides and how to prepare files for developers. Short answer quiz on CMS types, code types, accessibility, web functions.

Homework

Style guide and final documentation of project for portfolio.

Week 11 • Final • 11/14/18

Submit final project and documentation from project.

Policies:

I generally check email twice a day, but won't always be able to write back within 24 hours. Complex questions not covered in class can be addressed during office hours or on the phone. Email me to set up a meeting or call.

Attendance is crucial. Class will begin promptly. Coming more than 15 minutes late or leaving more than 15 minutes early constitutes a tardy. If a student leaves after class has started to retrieve forgotten supplies or assignments that will also be counted as a tardy. More than 3 tardies and I reserve the right to drop your grade by half a letter. It's your job to follow up on missed info due to tardiness or absences.. Students who miss class due to illness or other significant personal circumstances are required to complete the Absence Notification Process through the Dean of Students Office (Student Center #307 & DePaul Center #11001) in order to have their absence excused. Three or more absences for any reason, whether excused or not, may constitute failure for the course.

Anyone needing accommodation based on a disability should contact me privately to discuss their needs. To ensure that you receive the best accommodation, let me know within the first week of class, and contact the Center for Students with Disabilities (CSD) at: Student Center, LPC, Suite #370 or (773) 325.1677 / TTY: (773) 325.7296.

All other university policies regarding plagiarism, discourse, texting and cell phone usage, withdrawal, and incomplete grades apply.

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