

# ART 322 — Web Design

INSTRUCTOR: Jjong Li

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RESOURCES: [www.jjong.com/resources](http://www.jjong.com/resources)

COURSE DESCRIPTION	<p>A hands-on course on the fundamentals of designing functional Web pages from the graphic designer's perspective. Includes general structure and tagging, troubleshooting techniques, and the use of graphically oriented web authoring tools. Two hours lecture and six hours laboratory. Materials fee required (5 units).</p>
PRE-REQUISITES	<p>None</p>
REQUIRED TEXTS / MATERIALS	<p>The following books are required for this class:</p> <ol style="list-style-type: none"><li>1. Dreamweaver CS3: The Missing Manual (ISBN: 0596510438)</li><li>2. Adobe Flash CS3 Professional On Demand (ISBN: 0789736926)</li></ol> <p>Also, each student need to have a journal/sketchbook to record your research, concept development and design progress on the projects, to collect visual elements, to doodle, and to sketch. You will be asked to turn in your journal for review from time to time. You are also expected to have a portable storage device, which could be an iPod, or a flash drive(2GB or greater), to backup your digital files. Lost files are the student's responsibility.</p>
MEETING TIME / LOCATION	<p>M, W, 6:00 – 9:50 pm / VA 232</p>
OFFICE HOURS	<p>M, W, 10:30 am – 1:00 pm</p>
COURSE OBJECTIVES	<p>The purpose of this course is for students to understand the logic and function behind web design, to provide students an overview of web design in both functionality and visual appeal, and to prepare students for a broad range of careers in web design industry.</p> <p>By the end of this class you should:</p> <ol style="list-style-type: none"><li>1. Understand target audience, sitemap, and related issues of web design.</li><li>2. Have a basic knowledge of HTML, XHTML, CSS, Flash, and ActionScript.</li><li>3. Be able to design and construct simple websites, and upload them to a server.</li></ol>
COURSE PROCEDURES	<p>The course consists of following sessions.</p> <ol style="list-style-type: none"><li>1. Lecture / Demo. All students will be in attendance. Students will have hands-on training working with the computer to produce the assigned project related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment may be given. You must complete the assignment and hand it in at the end of class. No excuses will be accepted. Late assignments will not be accepted, unless otherwise stated by your instructor.</li><li>2. Critiques / Discussion. All students will be in attendance, on time with the required assignment completed. There will be three kinds of critiques: class critique, group critique, and one-on-one critique. You have the right to remain silent during the critique but If you do so throughout the course, your participation points will be zero.</li><li>3. Workshop. All students will be in attendance. You can work on your project; do your research; interact with your classmates; or ask for help from your instructor.</li><li>4. Research Presentation. You will be expected to show a good web design example to the class very week as your research result. You must complete these tasks in order to get the research points. See "RESEARCH PRESENTATION" for detail.</li></ol>
GRADING	<p>No late assignment will be accepted and graded. This class will be treated in a professional manner. All deadlines must be met. Your final grade will be the result of following points:</p> <ol style="list-style-type: none"><li>1. Project points</li><li>2. Project preparation points</li><li>3. Research points</li></ol>

PERCENTAGES	100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D
	93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-
	89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F

- PROJECT STEPS**
- Step 1. RESEARCH / CONCEPT DEVELOPMENT. Determine your target audience. Gather visual elements related to the project based on your research and developed concept.
- Step 2. SITE MAP / LOOK & FEEL. A site map is a graphic chart showing people how the web site is designed to flow and function, organized in hierarchical fashion. The look & feel of a graphical user interface comprises aspects of its design, including elements such as colors, shapes, layout, and typefaces (the “look”), as well as the behavior of dynamic elements such as buttons, boxes, and menus (the “feel”).
- Step 3. REFINEMENT. Making necessary changes and modifications to your design based on critique and feedback.
- Step 4. SITE CONSTRUCTION. With your refined look & feel approved and site map ready, You can now start to construct the site.
- Step 5. TEST RUN. Test your web site in different browsers to check its compatibility, and make sure the site flows and functions correctly.
- Step 6. SITE DELIVERY. Final and complete project.

<b>PROJECTS</b>	1. CSS WEBSITE	40 points	2. FLASH WEBSITE	40 points
	Look & Feel	*1 point	Look & Feel	*1 point
	Refinement	*1 point	Refinement	*1 point
	Construction	*1 point	Construction	*1 point
	Construction	*1 point	Construction	*1 point
	Construction	*1 point	Construction	*1 point
			Research Points	10 points
			*Preparation Points	10 points
			Total	100 points

**PROJECT I: WEB DESIGN WITH CSS**

In this project, you are to design and build your own blog from scratch. Blog is a website where entries are written and displayed in reverse chronological order. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. You are free to choose any topic, or personal diaries, as the subject of your blog.

- The required elements for this site are:
1. A blog main page with images, photos, and text
  2. Links to other websites related to the topic
  3. Links to your previous blog entry pages
  4. Email link to your personal email address
  5. A style sheet (CSS) applied to the site design

**PROJECT II: FLASH WEB DESIGN**

In this project, you are to design and build a website using Flash. The name and subject of the site is up to you. You can create a fictional site, or pick an existing site and redesign it. If you choose the latter option, I will expect your redesign is better than the original one.

- The required elements for this site are:
1. A homepage
  2. At least Two levels of navigation
  3. At least Three second level pages
  4. Animation and sound applied to buttons, and/or background

**OPTIONAL PROJECT**

You can choose to do this project instead of the first one if you think you are one of advanced students. In this project, you are to design and build your personal website using CSS (for site structure) and Flash (for animated elements such as buttons, images, etc.). I would highly recommend you take this opportunity to build your resume and portfolio online for future job seeking purpose.

- The required elements for this site are:
1. A homepage
  2. At least Two levels of navigation
  3. At least Three second level pages, plus link to your blog page
  4. A style sheet (CSS) applied to the site design
  5. Animated Flash design elements embedded in the pages

#### RESEARCH PRESENTATION

Each week you need to give a class presentation on one good web design example you find online. You will take the class on a digital tour by navigating through the website and summarize your thoughts of them. Write one paragraph to explain the reasons behind your selection of the site based on the following list:

1. URL of the site. (Web address. For example: www.apple.com)
2. Name of the client.
3. Nature of the business, the products or services the client provides.
4. What is the purpose of the website. (Why do you think the client needs the site)
5. Who is the target audience of the website.
6. Who else may visit the website.
7. Describe the overall uniqueness of the website setting itself apart from the competitors.
8. Evaluate the effectiveness of the site structure and the navigation system.
9. Evaluate the interface design and typography.
10. Evaluate the effectiveness of the use of different medias and technologies.
11. Evaluate the performance and compatibility of the Web site.
12. Do you think the target audience may visit the site again and why.
13. Rate the site on a scale of 1 to 5 (5 is the highest). Explain why.
14. Anything you think can be changed to improve the design of the Web site.

#### PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Look & Feel of the site design appropriate for your target audience.
2. Logic flow of the web site.
3. User friendliness and easy navigation.
4. Web content organized in a clear hierarchy.
5. Completeness of the project.
6. Typography of web design.
7. Site construction is important, but design and concept will be emphasized.
8. Finishes will not be graded based solely on programming skills.

#### ATTENDANCE

Attendance is required. If you arrive 30 minutes late, you will be marked absent. If you leave the class 30 minutes early, you will be marked absent. Although you may have a computer at home where you work outside of class, it is important that you have peer interaction and dialogue as you complete assignments, much as you would in a professional environment. Assignments are due on the dates indicated; coming to class without your assignments will result in your not receiving credit for the assignment. The due date is the due date.

#### ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact Services to Students with Disabilities (SSD), at UH 183 or phone (909) 537-5238. SSD determines eligibility for and authorizes the provision of services.

#### DISCLAIMER

This syllabus and its accompanying weekly schedule are subject to change according to the needs of the class as determined by the instructor. I reserve the right to make any and all changes to the schedule to accommodate projects and/or facilities; changes will be discussed in class and a new schedule will be generated.

#### IMPORTANT

You must enroll in this class before the census date to receive credit. Students attending the class without enrolling will not receive credit and will be asked to leave.

CLASS SCHEDULE

Monday

Jan. 7  
Introduction

Jan. 14  
Project 1 sitemap / look & feel

Jan. 21  
No Class (M. L. King's Birthday)

Jan. 28  
Project 1 construction

Feb. 4  
Project 1 construction

Feb. 11  
Project 1 finish

Feb. 18  
Project 2 sitemap / look & feel

Feb. 25  
Project 2 refinement

Mar. 3  
Project 2 construction

Mar. 10  
Project 2 construction

Mar. 17  
Project 2 finish

Wednesday

Jan. 9  
Web design intro  
Research 1 due

Jan. 16  
Project 1 refinement  
Research 2 due

Jan. 23  
Project 1 construction  
Research 3 due

Jan. 30  
Project 1 construction  
Research 4 due

Feb. 6  
Project 1 construction  
Research 5 due

Feb. 13  
Flash intro  
Research 6 due

Feb. 20  
Research 7 due

Feb. 27  
Project 2 construction  
Research 8 due

Mar. 5  
Project 2 construction  
Research 9 due

Mar. 12  
Project 2 construction  
Research 10 due

Mar. 19  
Grade due