

ART 3250 — Web Design I

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COURSE DESCRIPTION An introduction to the design of web sites in both functionality and visual appeal. This course covers the basics of HTML, XHTML, JavaScript, and CSS. Training will also be given in selected current software directed toward web-based, interactive design projects.

PRE-REQUISITES ART 2210, or approval.

REQUIRED TEXTS / MATERIALS No text book is required for this class, however, each student need to have a sketchbook to collect visual elements, to doodle, and to sketch. You will be asked to turn in your sketchbook for review from time to time. You are also expected to have a portable storage device (iPod, USB drive, etc.) to store your digital files.

MEETING TIME / LOCATION M, W, F, 10:00 – 11:50 am / Centrum Mac Lab

OFFICE HOURS M, W, 3:00 – 5:00 pm

COURSE OBJECTIVES

1. To have an overview of web design in general.
2. To understand the logic and function behind web design.
3. To prepare students for a broad range of careers in web design industry.

COURSE PROCEDURES The course consists of three parts, lab, critiques, and individual attention.

1. Web Design Lab (Mondays). All students will be in attendance. Web design lectures and demonstrations will be given on this day. Students will have hands on training working with related software and programming language to produce the assigned project. Each day a lab exercise may be given. Also on this day, you will be expected to show a good website example to the class as your research result. You must complete these tasks in order to get the lab points.
2. Critiques (Wednesdays). All students will be in attendance, on time with the required assignment completed.
3. Individual Attention / Work Day (Fridays). All students will be in attendance.

GRADING

1. Preparation points cannot be made up.
2. Late assignments = 5% grade cut.
3. Most assignments may be redone and re-graded.
4. No late assignment will be given the option of re-grading.

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 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.

PROJECTS	1. WEBSITE 1	20 points	3. WEBSITE 3	30 points
	Look & Feel	*1 point	Look & Feel	*1 point
	Refinement	*1 point	Refinement	*1 point
	Construction	*1 point	Construction	*1 point
			Construction	*1 point
	2. WEBSITE 2	25 points	Construction	*1 point
	Look & Feel	*1 point		
	Refinement	*1 point	Class Participation	5 points
	Construction	*1 point	Lab Points	8 points
	Construction	*1 point	*Preparation Points	12 points
		Total	100 points	

PROJECT ONE: PRACTICE SITE

A beginner level website. This is a project for you to warm up. 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. Two levels of navigation
3. Three second level pages

PROJECT TWO: PERSONAL SITE

An intermediate level website. I suggest 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. Three levels of navigation
3. At least three second level pages
4. At least two third level pages
5. A style sheet (CSS) applied to the site design

PROJECT THREE: ART DEPARTMENT SITE

An advanced level website. This is your real-world scenario. You will take the content of the existing art department website, expand the "Online Art Gallery" section, and redesign the site completely. In the beginning of the semester, you will be assigned a subsection of the gallery, for example, graphic design. Your task is to collect the art work from various sources for your assigned subsection, and use them later to complete your project. A site map will be issued to you to start the project.

The required elements for this site are:

1. Follow the site map to complete the entire website
2. A link to SUU homepage at all time
3. At least ten pieces of art work on your assigned gallery subsection
4. A style sheet (CSS) applied to the site design

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.

CLASS SCHEDULE

Monday	Wednesday
Jan. 8 Introduction	Jan. 10 Website 1 site map / look & feel
Jan. 15 M. L. King Day (no class)	Jan. 17 Website 1 refinement
Jan. 22 Web design lab	Jan. 24 Website 1 construction
Jan. 29 Web design lab	Jan. 31 Website 1 delivery
Feb. 5 Web design lab	Feb. 7 Website 2 site map / look & feel
Feb. 12 Web design lab	Feb. 14 Website 2 refinement
Feb. 19 President's Day (no class)	Feb. 21 Website 2 construction
Feb. 26 Web design lab	Feb. 28 Website 2 construction
Mar. 5 Web design lab	Mar. 7 Website 2 delivery
Mar. 12 Spring Break (no class)	Mar. 14 Spring Break (no class)
Mar. 19 Web design lab	Mar. 21 Website 3 look & feel
Mar. 26 Web design lab	Mar. 28 Website 3 refinement
Apr. 2 Work Day	Apr. 4 Website 3 construction
Apr. 9 Easter Break (no class)	Apr. 11 Website 3 construction
Apr. 16 Work Day	Apr. 18 Website 3 construction
Apr. 23 Work Day	Apr. 25 Website 3 delivery

ACADEMIC INTEGRITY

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 205C of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.