

College of the Siskiyous **James Gilmore**
Fall 2008 938-5294
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Web Design

Course Specifications	Title: ART 35 Units: 3 units (2 hours lecture, plus 4 hours lab time) Recommended: CSCI 28A (Web Publishing)
Meeting Times	Mondays and Wednesdays, Noon–3pm. (Lecture Noon-1pm, assigned lab hours 1pm–3pm MW. .
Course Description	Introduction to the principles of design as they relate to the Web. Art and design principles, Web file formats, and successful web graphics will be discussed. Macromedia Dreamweaver and Adobe Photoshop will be used in designing and producing web pages. Two hours of lab per week. Emphasis is on conceptual and creative processes. Art and design foundation principles, aesthetic decision-making, and visual communication are addressed.
Expected Outcomes	Students will: <ul style="list-style-type: none">-Define terms associated with the World Wide Web and the hypertext markup language.-Demonstrate an understanding of basic art concepts and web page design principles.-Demonstrate awareness of design considerations that affect web page construction including audience, browser version, and cross platform issues.-Demonstrate knowledge of how to design and create effective and structured web pages .-Demonstrate knowledge of appropriate use of color and typography on the web.-Demonstrate knowledge of the various tools used to create HTML documents including: Macromedia Dreamweaver, Simpletext, and Microsoft Word.-Demonstrate knowledge of how to create raster and vector images (including animation) for the web utilizing Flash, PhotoShop, and/or Illustrator.-Demonstrate an understanding of the importance of image compression, utilizing various tools and techniques.-Demonstrate knowledge of effective web site promotion.
Lecture & Discussion Topics	Computer arts technology Digital research tools and techniques Concept development Website Guidelines Content Writing Testing and Publishing a Site Typography on the Web Composition of websites Visual communication Signs, symbols and metaphors Digital ethics
Evaluation	Assignments will be group critiqued in class. A letter grade based upon adherence to instruction, technical mastery of medium, creativity, aesthetics, visual communication skills, and active and informed participation during assignment

discussions and critiques will be assigned. Late assignments will be critiqued and graded at next assignment due date, and will drop one full letter grade if turned in late. Any assignment may be re-done for portfolio presentation.

Critique

Critique is a valuable tool for gaining perspective on how others perceive and interpret your work. Critique is a mindful discourse where students develop their abilities to think and speak meaningfully about art. Critique is about art, not the artist.

There is mandatory attendance at all critiques!

Class Final:

Complete web site designed on Dreamweaver, with assignments included as an on-line, web designer portfolio.

Complete image and resource files, burned to CD

Final Exam

Final Grades: Your final grade will be determined by the completion of structured assignments (20%), quizzes and exams (15%), a final project (20%), a final portfolio (20%) and class participation (25%).

The assigned final exam date for this class is on _____ from _____. Attendance at the final critique is mandatory - NO EXCUSES!

Instructor Notes

Participation includes productive use of class studio time and engagement in class discussions and critiques. Disruptive behavior, willful disobedience, habitual profanity or vulgarity, open and persistent defiance can result in removal and/or expulsion from the class.

Attendance is required at every class. If you miss a class, you are responsible for all of the material covered.

Classes start promptly on time. Tardiness is not tolerated.

Three partial attendance marks equals one absence. Three consecutive absences will result in dismissal, as will four unexcused absences.

My office is McCloud Hall 11, inside the classroom. My office hours are posted on the door in the hallway - do not hesitate to come talk to me.

Experiment and have fun!

Computer Lab

Please report any software or hardware problems directly to me.

Please show respect to our equipment and to each other. I have a zero tolerance policy for both.

No food, drink or other spillable substances allowed in the lab.

Always leave your workstation clean and tidy. Always log out when finished.

Remove your personal belongings and garbage. Push chair in.

Required Text

Macromedia Dreamweaver 8: Training From the Source; ISBN 0321336267

Materials

Notebook and writing materials

Removeable storage media ("jump" drive, CD-R)

Your imagination

Standard Disclaimer

Cheating or plagiarism on tests, quizzes, assignments, exams, projects or anything that has a bearing on your grade in this class will result in said project or test in its entirety being issued a grade of F. Continued evidence of cheating and/or plagiarism may result in expulsion from the class and/or College of the Siskiyous.