ART 263
Web Site Design

Course Description

An introduction to the languages, tools, methods, and philosophies relative to planning, designing, creating, and publishing web sites. Students design and develop their own web sites using industry-standard software.

The critical focus of the course is not the learning of software but of the principles of web site design. This course does NOT cover: Server-side scripting; creating blogs, WordPress or similar site development tools; database-driven or CMS-based web site development; programming with PHP, PERL, CGI, XML, and Ajax. These advanced site development subjects are beyond the scope of this course.

You are required to work on assignments for at least eight hours outside of class each week (see Assignments section below).

Instructional Objectives

A student who successfully completes this course will be able to:

- Recognize the major aspects of contemporary web site development and utilize current design tools through web site assignments.
- Design and create single and multi-page web sites demonstrating an ability to communicate effectively through interaction, text, and image.
- Explore design problems and present ideas descriptively and visually.
- Present information and other content linearly and non-linearly through interactive design.
- Apply the fundamental languages and terminology commonly associated with developing sites for the World Wide Web.
- Work within an industry standard web site development environment.
- Prepare images and other media for display on the World Wide Web

Prerequisites

ART 161

Materials (see p.4 for suggestions)

- Flash drive or portable hard drive
- Grid-lined notebook

Textbook

None required

Topics

One
Planning and designing a web site

Two
Setting up a site in Dreamweaver

Three
Creating a functional web site structure using HTML5

Four
Controlling site design using CSS

Five
Web typography

Six
Responsive design

Seven
Preparing images for the WWW using Photoshop
**Evaluation**

To succeed in this course you must work hard throughout the semester, explore new ideas, embrace struggle and problem solve, develop an ability to think critically about the subject and your own work, and actively engage in a creative process of discovery. Periodic critiques throughout the semester will be used to review work in progress.

The following is a basic guide as to the criteria by which the instructor will evaluate your progress, level of involvement, and personal growth in this subject throughout the semester:

**Development of:**

- The technical, craft, and aesthetic elements of the medium.
- Critical thinking and problem-solving skills relative to the subject.
- A personal work ethic pertinent to strengthening standards of production, as demonstrated by: consistent attendance, punctuality, working on assignments between class meetings, on-time completion of work.

Growth in the understanding of the visual language, issues, and concepts.

Active participation in class discussions and critiques.

Your work will be evaluated using the following criteria:

- The quality, scope, and relevance of site content.
- The application of consistent and considered design principles throughout your site.
- Effective use of typographic elements and principles.
- Functionality - ease of use relative to the accessibility of content, including an intuitive system of navigation and information architecture.
- Appeal of site design and content for your specified audience.
- Responsiveness - displaying content well at varying screen sizes, in varying browsers, and on varying devices/platforms.

C – This is the lowest transferrable grade; it indicates that you have passed this course at the four-year college level and that your attendance, punctuality, attentiveness during periods of instruction, participation in class discussions/critiques, ability to work on assignments between class meetings, and final portfolio were satisfactory.

B – This is a good grade; it differs from a “C” in that it indicates that you worked hard and that extra effort was evidenced by your attendance, punctuality, attentiveness during periods of instruction, participation in class discussions/critiques, ability to work on assignments between class meetings, and final portfolio.

A – Indicates that you went the extra mile, actively engaging in a process of risk-taking, and as a result completed a series of strong works that not only illustrated...
your learning and growth in this subject but which also set the bar for the rest of
the class; your attendance and punctuality, attentiveness during periods of
instruction, participation in class discussions/critiques, and ability to work on
assignments between class meetings were also exceptional.

If you have goals or concerns regarding your grade you should talk to your
instructor before mid-semester.

Special Needs
To support access and inclusion, GCC offers reasonable accommodations to
students who have documented disabilities (physical, learning, psychiatric,
sensory, etc.). If you require accommodations for this class, please provide me
with a copy of your Accommodation Agreement as soon as possible so that we
can discuss your specific needs. Shared information will be held in the strictest
confidence, unless you provide written permission to do otherwise. If you
require academic accommodations but do not have an Accommodation
Agreement, please contact Disability Services as soon as possible (see the
Resources section on the top-right of page 2).

Teaching Procedures
Instruction is typically in the form of in-class lectures, presentations,
demonstrations, guided tutorials, and critique. Demonstrations and tutorials may
be supplemented by handouts or by assigned texts. You should note that it is
through working on project assignments that the knowledge gained during
instructional periods is applied and takes root. Problem solving and critical
thinking are integral to the creative process and foster self-learning and
independence. The mode of instruction and learning in this course is such that
you will be challenged to work independently and arrive at your own solutions to
complex problems.

Critique
Includes the presentation, discussion and critique of all assignments. This part of
the course examines your ability to present your work and discuss the work of
your fellow students. Constructive criticism and the sharing of ideas are an
important part of the creative process.

Attendance and Punctuality
You must attend class, be punctual, and come prepared to work for the duration
of each class meeting – leaving class early is as unacceptable as arriving late. If
you know you must be absent prior to a class you must notify the instructor. If
you miss a class for any reason you must follow up with your instructor before
the next class meeting. Poor attendance and/or punctuality will have a negative
impact on your course work and final grade.

Cell phones
Throughout class meetings you are expected to be attentive and working on
assignments and tutorials: Please switch your cell phones off before each class.
Assignments

Mini-assignments pertaining to the material studied in this course will be given out each week.

For the latter part of this course you will produce a fully functional and complete web site. Assignment details and guidelines will be provided later in the semester.

You will need to work independently outside of class time in order to complete the assignment by the end of the semester. There will also be in-class periods dedicated to working on your site under instructor supervision and guidance.

NOTE: Commercial site development is not permissible in this course due to Adobe educational software licensing restrictions.

Materials Information

Materials are available from a variety of sources. NOTE: May or may not be available from the Bookstore.

SanDisk 32GB Cruzer Glide USB Flash Drive
www.bhphoto.com
B&H # SACCZ6032GB
MFR # SDCZ60-032G-B35
$10.99

Any hardbound, portable, grid-ruled notebook.
$3 - $13

Optional

Seagate 1TB Backup Plus Slim for Mac
www.bhphoto.com
B&H # SESTDS100010
MFR # STDS1000100
$59.99
Significant Academic and Art Department Dates

- **Wednesday January 31**: Last day to add a class and drop with a 100% refund (minus $20 fee).
- **Friday February 2**: Applications for June graduation due.
- **Wednesday February 7**: Last day to drop/withdraw from credit courses with a 75% refund.
- **Monday February 19**: President’s Day - no day classes, evening classes meet as scheduled.
- **Friday February 23**: Day classes follow a Monday schedule - a class that only meets on a Friday will not meet on this date. Please confer with your instructor for confirmation.
- **Monday February 26**: Massachusetts College of Art/GCC Transfer Agreement portfolio submission final deadline.
- **Wednesday February 28**: Last day to drop/withdraw from credit courses with no record.
- **Monday March 19 - Friday March 23**: Spring Break - no day or evening classes.
- **Wednesday March 28**: Mid-semester.
- **Thursday April 5**: Advising Day - no classes. Spring registration for current students begins.
- **Wednesday April 11**: Last day to drop/withdraw with a grade of "W."
- **Monday April 16**: Patriot’s Day - no day classes, evening classes meet as scheduled.
- **Thursday April 19**: Annual Art Student Exhibit Opening.
- **Monday May 7**: Applications for graduation with distinction due at the department chair’s office by 2pm.
- **Thursday May 10**: Last day of evening classes.
- **Monday May 14**: Last day of day classes.
- **Tuesday May 15 – Thursday May 18**: Final exams for day classes. Note: art studio finals follow a different schedule than academic courses.
- **Wednesday May 23**: Art Department cleanup day. All lockers and flat files must be emptied prior to this date. Any lockers/flat files found locked at this time will be opened by force and the contents disposed of. Students enrolled in summer art studio courses may retain their lockers by adhering a note to the front of the locker stating “Summer 2018.”