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# ART 263

## Web Site Design

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Spring 2016  
M W 1:00 – 2:55

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### Course Description

An introduction to the languages, tools, methods, and philosophies relative to planning, designing, creating, and publishing web sites. Students 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 in 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

### Required Materials

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x2 16-32 GB USB 2.0-3.0 Flash drives  
Notebook and pen

### Topics for Review

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#### 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

Responsive design using Bootstrap

#### Six

Preparing images for the WWW using Photoshop

#### Seven

Implementing JQuery and Javascript behaviors

## 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.
- 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

## Textbooks

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**Adobe Dreamweaver CC Classroom in a Book (2015 release)**

Jim Maivald

December 2015, Adobe Press

## Optional

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**Jump Start Bootstrap**

Syed Fazle Rahman

July 2014, SitePoint

## Resources

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**Course Web Site:**

[art.gcc.mass.edu/art263.html](http://art.gcc.mass.edu/art263.html)

**Disability Services:**

Colleen Caffery (C423)

Coordinator of Disability Services

775-1812

Email: [cafferyc@gcc.mass.edu](mailto:cafferyc@gcc.mass.edu)

## Scheduled Dates

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**Subject to change**

**Mid-semester review:**

Mon, March 28, 1 pm

In-progress work due for critique

**Final Review:**

Mon, May 16, 1 pm

Completed web site assignment due for presentation and grading

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

If you have any special learning needs you should confer with the instructor at the beginning of the semester to discuss your particular ways of learning. If you have concerns about a learning disability or other special need, you may wish to make an appointment with the Coordinator of Disability Services, to review the options and aids available to you (see *Resources* section to the right on page two).

## 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 textbooks. 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. For this reason, the last thirty minutes of each class period is reserved for independent learning. You must use this time to go over material covered in class, or to work on assignments, and note down any questions you would like the instructor to address at the beginning of the next class meeting.

## 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. For example, if you miss 5 class meetings, for any reason(s), your highest obtainable grade is C.

## Cell phones

Throughout class meetings you are expected to be attentive and working on assignments and tutorials: Cell phones must be switched off for the duration of class meetings.

# Assignments

There is one web site assignment with multiple components:

- Description: a single page typewritten outline consisting of four paragraphs outlining the
  - Theme of the site.
  - Intended audience.
  - Functionality.
  - Types and scope of content.
- Wireframes: hand drawn sketches detailing the layout of the different pages in the site that reflect how they will appear on mobile, tablet and desktop devices.
- Comps: three different designs for a single page in the site reflecting how it will appear on mobile, tablet and desktop devices.
- Completed web site based on one of the above designs (or combinations thereof).

Before starting the assignment review pages 104-112 in the textbook.

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

Assignment Objectives:

- Design a web site that can be completed by the end of the semester.
- Illustrate how your site will be structured and how it will function.
- Convey a sense of the “look and feel” of your proposed site.
- Illustrate your understanding of contemporary CSS-based web site design and creation.
- Demonstrate your understanding of responsive design principles and procedures.
- Complete an effective, portfolio-ready, web site based on a considered design.

You will need to work independently outside of class time in order to successfully 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.

## Significant Academic and Art Department Dates

- **Mondays 12-1:** Art Club meets.
- **Monday February 1:** Massachusetts College of Art priority application deadline.
- **Tuesday February 2:** Last day to add day and evening classes and to drop/withdraw with a 100% refund.
- **Wednesday February 3:** Fafnir Adamites Gallery Talk, noon, South Gallery.
- **Monday February 8:** First Art Club meeting.
- **Tuesday February 9:** Last day to drop/withdraw from credit courses with a 75% refund.
- **Monday February 15:** President's Day - no day classes, evening classes meet as scheduled.
- **Wednesday February 17:** Day classes follow a Monday schedule - a class that only meets on a Wednesday will not meet on this date. Please confer with your instructor.
- **Monday February 22:** Massachusetts College of Art/GCC Transfer Agreement portfolio submission final deadline.
- **Tuesday March 1:** Last day to drop/withdraw from credit courses with no record.
- **Friday March 18 - Friday March 25:** Spring Break - no day or evening classes.
- **Tuesday March 29:** Mid-semester.
- **Thursday April 7:** Advising Day - no classes. Spring registration for current students begins.
- **Wednesday April 13:** Last day to drop/withdraw with a grade of "W."
- **Tuesday April 15:** San Francisco Art Institute priority application deadline for transfer students.
- **Monday April 18:** Patriot's Day - no day classes, evening classes meet as scheduled.
- **Thursday April 21:** Annual Art Student Exhibit Opening.
- **Friday April 29:** New York City Trip.
- **Monday May 9:** Applications for graduation with distinction due at the department chair's office by 2pm.
- **Tuesday May 10:** Last day of evening classes.
- **Monday May 16:** Last day of day classes.
- **Tuesday May 17 – Friday May 20:** Final exams for day classes.