

# interactive DESIGN

fall 2006 | tues:thur 6:30–9:00pm

## **\_Professor**

Christie Jacobsen  
610.625.7797  
Colonial Hall 111  
Office hours: 8am-4:30pm, Monday-Friday  
jacobsen@moravian.edu

## **\_Goals**

The purpose of this course is to give students a fundamental understanding of the elements of website construction, development, and design. Students will explore issues such as navigation design, website usability, and content management. Students will also develop skills in Macromedia Dreamweaver & Fireworks and HTML authoring, which will provide a foundation for further advanced techniques. By the end of the semester, each student will have completed a portfolio website, which will showcase skills learned.

## **\_Skills you will learn: How to ...**

- Write and understand basic HTML
- Generate websites with Macromedia Dreamweaver and Fireworks
- Develop and organize website content
- Design with Cascading Style Sheets (CSS)
- Apply information design skills to the web
- Create usable navigation systems
- Design for a target audience
- Optimize web graphics
- Manage and maintain a web log (blog)

## **\_Class Blog**

<http://cjacobsen.blogspot.com/>

The class blog will contain PDFs of all the class handouts, links to classmates' work, updated class schedules, and homework assignments. It will be a valuable resource — visit it often.

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## **\_Grading**

### **CLASS PARTICIPATION / ATTENDANCE: 10%**

Class participation is ACTIVE not passive. You will be graded on whether you speak up in classroom discussions, class critiques, group work, etc. And because absences affect your your ability to participate, they also affect your grade.

TALK TO ME if you need to miss a class. One unexcused absence is allowed, in the interest of mental health. When you are absent from class it is your responsibility to get the information that was covered from someone in the class. Excused absences (sickness, with a note from the health center or your family doctor; death in the family; extenuating circumstatnces) require you to make up the work missed. Make arrangements with me to make up work in an appropriate time frame.

In class lab time is reserved for interactive design work ONLY. Checking your email, working on projects for another class, instant messaging, etc., WILL NOT be tolerated and will affect your class participation grade.

### **FINAL PORTFOLIO SITE: 20%**

This half-semester long project involves designing a website that showcases your work. The portfolio site can be a valuable assest post-graduation, so it benefits you to put forth serious time and energy into this project. More details to come later in the term.

### **ASSIGNMENTS: 60%**

Each assignment will take approximately two weeks to complete are are worth 10% each. Handouts containing specific information about each assignment will come during the term.

ASSIGNMENT #1: Image Optimization

ASSIGNMENT #2: Animated Images

ASSIGNMENT #3: Information Design for the Web

ASSIGNMENT #4: Working in HTML

ASSIGNMENT #5: Navigation Design

ASSIGNMENT #6: Designing with Cascading Style Sheets

All projects and assignments are expected to be done at the BEGINNING OF CLASS on the date due. All late work will be marked down **one letter grade** for every class period they are late unless you have an excused absence (ie. work one class period late will have the highest possible score of B+). Work turned in after the beginning of class will be knocked down **one grade level** (ie. A becomes A-, B- becomes C+).

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## **\_Grading (continued)**

### **BLOG: 10%**

A large portion of the class will focus on the development and maintenance of your own blog. At the beginning of the semester you will create a blog on Blogger.com. You will be required to post to your blog on a weekly basis (you are expected to have a MINIMUM of 15 entries by the end of the semester). Your blog postings will include responses to required readings, personal progress on class projects, reactions to professional websites, etc. The blog will serve an academic purpose — it will not be an online diary. Thus your grade will be determined by the quality of your entries. Entries should reflect a knowledge of the skills and vocabulary that you are learning. You are also encouraged to read and respond to your classmates' postings.

Blogs will be evaluated on the following basis:

- + outstanding: demonstrates independent work, original thinking, and the ability to effectively use knowledge
- ✓ satisfactory: devoted a reasonable amount of time, effort, and attention to the work
- incomplete: given for work below the standard expected
- 0 incomplete: no work done

## **\_Required Texts**

Visual Quickstart: Dreamweaver MX 2004. J. Tarin Towers  
Learning Web Design. Jennifer Niederst

## **\_Recommended Texts**

Visual Quickstart: Fireworks MX 2004. Sandee Cohen

## **\_Final Notes**

Students are expected to uphold the standards of academic honesty, as they are spelled out in the Student Handbook.

Students can expect to work a minimum of four hours per week outside of class preparing for this class.

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Learning Services Office as soon as possible to enhance the likelihood that such accommodations are implemented in a timely fashion.

Please note that the syllabus and calendars are subject to change.

You can make an appointment with me anytime to discuss course work and/or any concerns you might have. Email or call to reserve times.