

# **ART 346: INTERACTIVE DESIGN**

2007-2008 SPRING TERM

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## **Objective**

To provide students with the knowledge and ability to designing for the Web. This class will build upon design fundamentals and translate those principles to effective website designs. A strong emphasis will be placed on creating clear layouts and correctly preparing files for online viewing. Students will also be introduced to basic website development and will learn how to transform their designs into successful, functional websites with (X)HTML and CSS.

The bulk of time in this class will be spent using Adobe Photoshop. We will also be using Apple's TextEdit and Adobe Dreamweaver. If time allows, students will be introduced to Adobe Flash. Adobe Illustrator proficiency is expected.

## **Skills you should develop from this class**

- A strong understanding of successful design strategies and techniques
- Create effective navigation systems
- Learn how to identify your audience and design accordingly
- The ability to prepare design work to be published on the web
- The development of logical, creative and functional sitemaps
- Basic (X)HTML coding fundamentals
- Basic CSS coding fundamentals
- Efficient workflow techniques

## **Grading**

**40%** - Projects - There will be at least 4 graded projects, each valued equally. This does not include your final project

**20%** - Class Participation - Just showing up isn't enough. Your class participation grade starts at 20 and goes down based on individual effort. Work hard and you'll get 20 points.

**20%** - Quizzes - There will be 2 quizzes, each equating to 10% of your final grade.

**20%** - Final Project

## **Class Structure**

### **Absences:**

Each student receives 1 unexcused absence (that's right, a freebie) per semester. Additional unexcused absences will result in a class participation grade loss of 10%.

Excused absences must be brought to my attention before class. My personal phone number and email has been provided, so please use them. Missing class due to illness requires a note from the Health Center.

### **Talk to me:**

You may make an appointment with me for any available time that I may have. I will make every effort to meet with you at your convenience.

### **Project Submission Guidelines:**

All projects are due at the end of class (9:00pm) on the due date provided. Clients employ and depend on designers who are not only skilled, talented, flexible and good communicators, but who are reliable. All submissions should reflect the students' best efforts and show clear understanding and execution of skills. Project grades will be lowered 5 points for each day they are turned in late.

On time is on time. Late is late.

## **Class Schedule**

The pace and class schedule will be determined by the instructor. My goal for this class is to cover all of the skills mentioned above in this document. Class schedule specifics will be covered more in depth as the course and your skills progress. If at any time you have questions regarding class schedule or materials to be covered, please come see me.

## **Books**

### **REQUIRED:**

The Principles of Beautiful Web Design; Visual Quickstart Guide to HTML, XHTML & CSS