

## Art 346 PM

Interactive Design  
Spring 2013  
TR 6:30 PM - 9:00 PM - H.I.L.L. 309

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Available Hours: 5:30PM - 6:30PM or just schedule something with me.

## Course Description

Introduction to the principles of website design, creation, and implementation. Creation and preparation of web graphics, design and critiques of websites, blogging and website development. Advanced work in image creation and manipulation. Comprehensive introduction and use of HTML/CSS development.

*Prerequisites: Art 230 and 231 or permission of instructor.*

## Suggested Materials

Book:

Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics  
by Jennifer Niederst Robbins

Materials

Medium sized sketchbook

## Course Objective

The objective of this course is to provide students with the knowledge and experience in website creation, development, and implementation. Students will learn the basics in website design techniques as well as the three main concepts of usability, web standards, and the importance of organization for the web. Students will develop their skills in the use of Photoshop in conjunction with Dreamweaver. By the end of the course students will have a good grasp on web authoring for the real world and skills in languages such as XHTML and CSS. Each student, at the end of the semester, will have created a personal portfolio that they can take with them throughout their career as an artist.

## Course Requirements

- Write and understand basic - intermediate XHTML
- Build and produce websites using Dreamweaver and Photoshop
- Utilize Cascading Style Sheets
- Know that not all things for print work for the web and vice versa
- Design and manage a website of your own (blog)
- Understand concepts of organization and usability for the web

## Attendance

The Art Department established this department-wide attendance policy to apply to students in all art classes, beginning with the Fall 2007 semester.

For classes that meet twice a week (most full-unit studio courses, most day art history classes): After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.

Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

Missing Portions of Class: The following count as unexcused absences

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

## Grading

### Class Participation: 10%

I really stress active participation. So I will be looking out for your comments in discussions and class critiques, your participation in group work, and your overall attentiveness.

I know how fun it is to check Facebook, IM your friends, work on other projects, but if you are in my class please refrain from doing so, it will affect your participation grade.

### Final Portfolio Site: 30%

This project is the culmination of your design and web skills. It will quite possibly be your professional first impression to a place of hire. Wouldn't you want it to be your best? I stress professionalism, organization, and time management for this project as you will take it with you after graduation. (Project #6)

### Class projects: 50%

Each project will account for 10% (except for the first two) of the overall 50% of your grade. I will give handouts containing explanations and information about each project during the semester. You can also view the handout information online on the [art346.com](http://art346.com) website under the corresponding project.

*I require these projects to be FINISHED at the beginning of class on the date due.*

### Blog 10%

The only way to develop and design for the web is to really get into a website that represents you. What better way to do this than using a blog? If you already have a blog, think of this as your webby blog, about all the geeky/dorky things web design has to offer. You will be required to post at least twice (2) a week in this blog. This means that you will have a minimum of 32 posts. These blog posts may be about your reading, personal progress with the web, critics and opinions on websites, etc. You will also be required to post your own critic on each project you complete. Your posts will be rated with a 4 star rating system.

4 Stars - Outstanding | Original thinking and went above and beyond the usual post.

3 Stars - Satisfactory | Complete and through thinking, good post

2 Stars - Incomplete | Below expected

1 Star - No work completed.

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

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.

## Grading Breakdown

- Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted. Late projects will receive a penalty of 1/3 of a grade for each week it is past due. Missing a test will result in a failing grade and a late presentation will result in a 5% penalty.
- Incompletes will not be given except under the most extreme circumstances.

A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned. Here is a summary of the requirements for a grade of A for this course:

- Consistent, On Time Attendance.
- All Work Submitted On Time.
- *Active* Class Participation
- Innovative & Meaningful Solutions for all Assignments Conspicuously Exceeding the Basic Requirement.
- Technical Expertise. Evidence of Competency in Each of the Web Processes Learned in Class.
- Productive Use of Class Time.
- Clean, Well-Crafted Presentation.
- Completion of all Lab Exercises.

*Project #1 – What works in print, doesn't always work in web (5%)*

*Project #1.5 – Redesign of your work (5%)*

*Project #2 – First layout for the web (10%)*

*Project #3 – Your Passion & Interest (15%)*

*Project #4 – King of the web! (15%)*

*Final Project – Final Project*

*Participation (10%)*

*Blog (10%)*

*Final Portfolio (30%)*

"A" – Exceptional

"B" – Clearly Above Average

"C" – Satisfactory: All assignments, quizzes, and portfolios meet basic requirements

"D" – Below Average

"F" – Failure

"I" – Incomplete

## Projects Schedule

*Subject to change*

- 1.15: Introduction/Overview - Common website critiques
- 1.17: What works on the web
- 1.22: Last day of drop add / What works in print
- 1.29: Intro to HTML/CSS
- 2.12: First layout for the web
- 2.19: Your Passion & Interest
- 3.1-3.11 - Spring Break
- 3.12: King of the Web!
- 3.27-4.1: Gather materials for your portfolio / Easter Break
- 4.2: Portfolio Action
- 4.25: Last Day of Class

Final portfolio critique during finals.

## Class Website

This will contain general information about the course.

<http://www.art346.com>

## Class Blog

This will contain information about homework, downloadables, and links.

<http://art346pm.tumblr.com/>