CART/CISC 219, Web Design I
SUMMER 2004
Mondays & Wednesdays, 6-9pm
Instructor: Jaime Snyder
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Office hours: Wednesday, 5-6pm

Catalog Description
This course presents an introduction to basic Web design and information architecture. It introduces concepts of good design and usability in theory and practice by exploring and comparing existing sites. Elements of page design and site design and structure are discussed, including color, typography, simple image manipulation, links and site organization. The course has a strong hands-on component where students will be introduced to elements of HTML and use up-to-date image manipulation software and a web-authoring tool.

Prerequisites
Prerequisite: CISC/MATH 120 (Prospective students who have significant computer experience are encouraged to seek departmental approval for waiver of CISC/MATH 120). $175.00 Lab Fee

Objectives
Through a combination of lectures and hands-on experience, students will become familiar with the basic principles, processes and procedures involved in the development of a basic web site. Macromedia's Dreamweaver and Fireworks, will be the major platforms for development and production. No prior knowledge required.

Grading
The first half of the semester is devoted to building skills and awareness of the web development environment. The second half is spent actually creating a web site of the students choosing. The final project is 50% of the final grade. The remainder of the grade will consist of two quizzes, a series of in-class assignments, attendance and class participation in the form of being able to take direction.

Attendance and Grading
Please see the CART attendance and grading policies.

Course Content

The Web Environment
Design considerations and limitations, Screen Resolution, Color on the web, Fonts, Download Times, Browser issues, Cross Platform Issues

Different Types of Sites
Online review of different types of sites, E Commerce Entertainment, Corporate, Personal, Information (NY Times, MSNBC), Transactional (Travelocity.com)

Process
Concept, Content, Information Architecture, Design, Production, Testing, Marketing, Tracking, Evaluation and marketing

HTML
Tags, Conventions, Structure of an HTML page, Placing images, Working with Text, Tables, Frames

Site Design
Maps, Structure, Themes, Site Map as it Relates to File Structure

Page Design
Design Grids/Wireframes, Visual Hierarchy, Page size, Page elements Headers, Page layouts, How design relates to the functionality of the page.

Interface Design
Navigation, User Centered Design, Web Conventions, Visual cues, Consistency, Different Navigation Schemes

Home Page
Purpose, Elements, Guidelines, Special Considerations

Typography
Typography on the web, Fonts (detail), Readability, Choosing a font, Color, Alignment, Size, Type as Graphic, Cross Platform Issues, Consistency, Stylesheets

Editorial Style / Writing
Writing for the web, Titles, Sub titles, Blurbs, Text Formatting, Hyperlinks, Consistency

Graphics
File formats, JPEG, GIFS, PNG, Type as Graphic, Asset Creation, Image Maps

Other Programming Considerations
Java script, DHTML, CGI, Flash

Multi-media
Video—Formats and uses, Audio — Formats and uses, Multimedia Delivery, Multimedia Strategies

Usability and Testing
Uploading Files, Quality Assurance, Cross Browser/Cross Platform, Accessibility, Does the site do what you think its doing?, Usability Testing, Interpreting the results

Books: Required

Web Style Guide: Basic Design Principles for Creating Web Sites
ISBN: 0300088981 - Lynch, Patrick J. / Horton, Sarah

Macromedia Dreamweaver MX for Windows and Macintosh: Visual QuickStart Guide (03)
ISBN: 0201844451 - Towers, J. Tarin

Books: Recommended

HTML & XHTML: The Definitive Guide, Fifth Edition
ISBN: 059600382X - Chuck Musciano (Author), Bill Kennedy (Author)

Class Schedule

	WED, June 2nd
	Introduction to the parts of a Web page Constructing pages with tables Designing with tables BBedit & text editors **Assignment** Design and create a Web page using tables
MON, June 7th Using ImageReady to design pages Positioning elements on the page using tables Fonts, Colors and Graphics **Assignment** Design a page in ImageReady and then create that page using HTML	**WED, June 9th** Work on assignment in class

MON, June 14th
 	
The introduction to the process of building a web site:
    Cross-browser/ cross-platform issues
    Hyperlinks
    FTP
    Web-safe colors
    Usability
    Editorial
    Information design
 	
Assignment
Design and build a multi-page site by hand
	WED, June 16h
	
	Developing site content
	Collaboration & iterative design
	
	MIDTERM Assignment
	Design and build a multi-page site by hand

MON, June 21st Types of web sites: Information, eCommerce, Personal/Weblogs, Corporate, Entertainment Work on MIDTERM assignment in class	**WED, June 23rd** **MIDTERM critique**
MON, June 28th Working with Dreamweaver Javascript, DHTML, Flash, ASP, PHP **FINAL Assignment** TBD	**WED, June 30th** Work on FINAL assignment in class

MON, July 5th	WED, July 7th	FRI, July 9th
NO CLASS	Work on FINAL assignment in class	**FINAL critique**