

**CART/CISC 259, Web Design II****SUMMER 2004**

Mondays &amp; Wednesdays, 6-9pm

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This course is a continuation of Web Design I. Many of the topics introduced in the first part of the course will be explored with greater depth with the intent of enabling students to master concepts and skills.

**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 Adobe ImageReady, will be the major platforms for development and production.

**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. The final project is a large part of the final grade. The remainder of the grade will consist of a midterm project, a series of smaller assignments, attendance and class participation.

**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

<p>MON, July 19<sup>th</sup></p> <ul style="list-style-type: none"><li>• Review: HTML Tables</li><li>• Creating artwork for your site: PhotoShop and ImageReady</li><li>• Chapter 5: Working with Images</li></ul>	<p>WED, July 21<sup>st</sup></p> <ul style="list-style-type: none"><li>• Continued: Creating &amp; Optimizing Images</li></ul> <p><b>Assignment</b> [ insert assignment to practice working with images ]</p>
<p>MON, July 26<sup>th</sup></p> <ul style="list-style-type: none"><li>• Look at Image assignment</li><li>• Image Rollovers using ImageReady and Dreamweaver</li></ul> <p><b>Assignment</b> [ insert rollover assignment ]</p>	<p>WED, July 28<sup>th</sup></p> <ul style="list-style-type: none"><li>• Work session: Rollover assignment</li><li>• Look at Rollover assignments</li></ul> <p>Hand out <b>MIDTERM assignment</b> (due 8/4)</p>
<p>MON, August 2<sup>nd</sup></p> <ul style="list-style-type: none"><li>• Work session: Midterm assignment</li></ul>	<p>WED, August 4<sup>th</sup></p> <p><b>MIDTERM critique</b></p>
<p>MON, August 9<sup>th</sup></p> <ul style="list-style-type: none"><li>• Analyzing Graphic Design of Sites Usability Form/Function Aesthetics</li></ul> <p><b>Assignment</b> [ insert site analysis project ]</p> <p>Hand out <b>FINAL project assignment</b> (due 8/25)</p>	<p>WED, August 11<sup>th</sup></p> <ul style="list-style-type: none"><li>• Present site analysis assignment</li><li>• HTML Styles and CSS Chapter 10: Creating HTML Styles Chapter 11: Stylin' with Style Sheets</li></ul> <p><b>Assignment</b> [insert CSS project ]</p>
<p>MON, August 16<sup>th</sup></p> <p>Look at CSS assignment Continuing with Styles Chapter 14: Layers &amp; Positioning</p> <p><b>Assignment</b> [ insert SHORT positioning assignment ]</p>	<p>WED, August 18<sup>th</sup></p> <p>Work on FINAL assignment in class</p>
<p>MON, August 23<sup>rd</sup></p> <p>Work on FINAL assignment in class</p>	<p>WED, August 25<sup>th</sup></p> <p>FINAL assignment critique</p>