

VC 375 – Web Design I

Cazenovia College – Spring 2019
Professor Brian Hauser

Mon. & Weds. 6:00 PM – 8:50 PM
119 Reisman Hall

Instructor

Brian Hauser

Class Meeting Time & Location

Mondays & Wednesdays 6:00pm - 8:50pm
119 Reisman Hall

Office Hours

Mondays & Wednesdays 5:00pm - 6:00pm or by
appt. • 108 Reisman Hall

Email

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Phone

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Class Website

<http://courses.brianhauser.com>

Introduction

Design is everywhere. We are bombarded daily by type, color, images and layers upon layers of both established and created meaning – we see messages even if we don't read or fully process them. The ability to visually solve problems is what defines graphic design, and its effectiveness is measured by a designer's ability to convey the message they seek through a variety of channels. In this class we will examine the theory and the tools that can be used to achieve effective design for websites.

The interactive design process will be introduced stepping students from initial design assessment, creative problem solving, building websites using Dreamweaver and creating live websites. Students will be required to do research and to document their website process.

Course Description

VC 375 – Web Design I - 3 credits (CS)

This course introduces the student on how to create a Web site. Topics include screen-based design, how

to create dynamic content, planning for non-linear navigation, using information architecture to create content, user experience, domains & hosting, and designing with Web software. Emphasis is on construction and successful publishing of a Web site, using Wordpress, Dreamweaver, HTML and CSS.

Course Objectives

By the end of this course this student should be able to:

- Be knowledgeable about different career paths in the interactive design field
- Learn how to program websites using Adobe Dreamweaver with HTML & Cascading Style Sheets (CSS)
- Compose website designs through Adobe Photoshop
- Optimize website graphics in appropriate and fast loading file formats
- Design websites that enhance the User Experience (UX) through usability
- Construct websites through the Wordpress content management system (CMS)
- Design websites at different screen sizes for responsive design
- Construct and design effective email marketing solutions through email blasts
- Understand the difference between designing graphics for print verses designing for web

Course Competencies

The following competencies are integral to this course: research skills, visual literacy, critical thinking, problem solving, written and oral communication

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skills, computer literacy and participation.

Class Structure

Course objectives will be achieved through lectures, demonstrations, visual materials, research, class discussions, group critiques and individual critiques. This class will be conducted as if it was a professional, established interactive design studio. Participation and research will be crucial for this course. In class studio time will be used to work on projects with specific deadlines. It is expected students will spend time outside of class each week working on projects for this course.

Recommended Textbooks (not required)

HTML & CSS: Design and Build Web Sites

- Jon Duckett

Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics

- Jennifer Niederst Robbins

Supplies

- Flash Drive/External Hard Drive
- Notebook
- Sketch Book
- Pencils & Pens
- Web Domain & Hosting*
- Plastic Eraser
- Colored Pencils
- Markers
- Spray Mount
- Mat Board

*** In lieu of a textbook, you will need to purchase a website domain and hosting package in the second half of the semester. We will go over this more during the website domain and hosting lecture.**

Student Responsibilities

- You must use your college email account and check it daily. Any communication from the instructor will be through the college email system. If you do not check your email you could miss something!
- You are expected to be motivated, use lab time

effectively and participate in class discussions and critiques. Your participation is expected and required in the following areas:

- Critical discussions and assignment progress reviews
- Software demonstrations and presentations
- Informal group discussions about design concepts based on course assignments
- Individual discussions while working on project assignments in the studio
- You are expected to attend all classes and stay through the duration of the class period. **If you are absent, you are still expected to meet all deadlines and make up any work you missed.**
- **Cell Phones need to be off during class time.** Phone calls and texting is not allowed at anytime during class. If you are aware of an emergency during a class day please notify me prior to the start of class.
- **Meal Breaks are not allowed during class.** I understand that we are an evening class that meets during the dinner hour, please eat before class begins at 6pm and arrive on time. Food and beverages should not be brought to class with you.
- Use the Internet responsibly during class as if you were in a professional agency setting. This means only using the internet for course assignments. No use of social media sites (unless being used for an assignment), no online chatting or texting in class.
- Students caught doing work for other classes during our class time will be asked to leave.
- Headphones are allowed during in-class work time only. Please keep the volume to a minimum level so that you can hear any directives in class and so that it doesn't disrupt your classmates.
- Homework assignments (i.e. Exercises 1-3) are meant to be done OUTSIDE of class time independently. These assignments are designed to

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help reinforce important technical concepts covered in the course.

Academic Honesty

Plagiarism in any form will not be tolerated. Anyone found using another designer's work or ideas, either a professional or classmate is violating the Student Code of Conduct (see handbook).

All design work and coding work must be your own!

Stock Photography: Any images used from a stock photography site must be documented with licensing details from when you purchased the photograph. Please submit this information with your respective project(s).

Important Note: You need to use your own content and imagery wherever possible!

Project Assignments

Project assignments are sequential and progressive, developing concepts throughout the term and will be described in separate documents. Throughout the semester you will rely heavily on research, design elements & principles, and technical skills. You will produce a written design brief for each project.

Project Submission Criteria

When submitting assignments, it is important that you include the below common materials as well as any other materials listed in the grading grid.

Your main folder and your design files should be clearly labeled with your initials, course number, project name.

Class Folder Example: BEH375

Project Folder Example:

BEH375_Project2_WebsiteAnalysis

File Example: BEH375_Project2_Rough1.psd

All of the required materials on each project sheet rubric materials need to be compressed into a .ZIP file and sent to behauser@cazenovia.edu via WeTransfer by the due date.

Some of these files may be used to create promotional materials for the Visual Communications program or be displayed in the hallways for presentation purposes. The files will never be given to anyone other than the instructor.

For the **late assignment policy**, please see **Project Grades**

Design Process

You will be expected to show the progression of your work on a regular basis.

- 1. Planning** - Review the assignment, figure out what web pages your website will need.
- 2. Organize** - Create a flow chart and site map that shows the organization of your website.
- 3. Sketches** - Create thumbnail sketches showing different website layouts would be styled. These must be approved prior to designing on the computer.
- 4. Layer Comp/Roughs** - Create your approved design in Adobe Photoshop
- 5. Build Out** - Optimize website graphics from Photoshop and bring them into Dreamweaver
- 6. Website** - Finished website that is live or ready to go live.

Always make sure to write down critique feedback as this will help to improve your work in the future.

Digital Backups

Keep double copies of all files on various hard drives and/or cloud space.

Lost data will not be an excuse for missing deadlines! You are required to keep all files available until the end of the semester. Remember that data can become corrupt or may accidentally be erased or destroyed. Keep multiple back-up files of everything!

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Project Grades

For each project you hand in you will receive a letter grade. This letter grade will be determined by the following criteria: concept, research, effort, progress, technical ability, following directions, handing in all required pieces, and execution. Very often we will have critiques of work in progress where you will be expected to explain what you are working on.

- When due dates are given this means the project is due or the critique will begin at the beginning of that class period unless otherwise stated
- Your projects will always have deadline dates. If your project is late, 10 points will be taken off your project grade.
- Late projects must be submitted on or before the next class to receive credit for the project. Projects will not be accepted after this day.
- Project resubmissions are not allowed. Please follow project guidelines carefully and double check to make sure you are submitting all materials.

Final Grade

Your final grade will be derived from the following:

10% Class Participation

Participation in activities/critique; attendance, attitude, punctuality, and communication skills.

15% Exercises (Homework Assignments)

5% Exercise 1: HTML Resume
5% Exercise 2: HTML Web Page
5% Exercise 3: CSS Styling

75% Projects as follows:

15% Project 1: Modifying the Grid
20% Project 2: Website Analysis
20% Project 3: Web Marketing
20% Project 4: Corporate Website *

* Wordpress Website

Grading Scale

A (90% - 100%)

Excellent: shows outstanding effort, creativity and craft expected for this project.

B (80% - 89%)

Above Average: demonstrates effort, creativity, and craft expected for this project.

C (70% - 79%)

Average: meets all requires for this project. Improvements needs in effort, creativity or craft.

D (60% - 69%)

Below Average: does not meet the requirements for the project, demonstrations lack of effort, creativity or craft.

F (0% - 59%)

Failing: unable to complete the requirements for this project.

Attendance Policy

- Attendance will be taken at the beginning of each class. You are expected to attend all classes and stay through the duration of the class.
- You are expected to be in class with your materials and working at each class session.
- After three absences your final grade will be affected. After six absences your final grade for the course will be an F.
- If you arrive to class later than 15 minutes after starting time or leave before dismissed by instructor you will be considered absent.
- If you are absent, you are still expected to meet all deadlines and make up any work missed.
- If you are absent due to a sporting event, you are required to hand in anything that is due BEFORE the missed class. Students will not be excused from class

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for sport practices.

Technology Policy

If technology and the workflow of the labs has been disrupted for any reason beyond the ability of the student to troubleshoot, the student is required to write a support ticket to ICT notifying that department of the problem in detail. If a ticket has not been issued at least one day prior to a project deadline, the student is responsible for making the deadline regardless of the conditions of the labs. Email ICT at support@cazenovia.edu. You may call ICT at **x7777** to back up your ticket and to get immediate service. Always email a support ticket, and copy the professor.

Special Needs

If you have a special need, please contact me so we can discuss what accommodations you need to be successful in this course.