

Syllabus: GD 50

Web Design

Course description _____

Introduction to web design for graphic designers, focusing on current web standards. Emphasis on page structure, typography and user experience design principles. (6 lab hours). (Course fee, \$30).

It is usually expected that students will spend approximately 2 hours of study time outside of class for every one hour in class. Since this is a 3 unit class, you should expect to study an average of 6-12 hours outside of class each week.

Prerequisites _____

GD 41, GD 39,. or permission of the instructor

Required Course Materials _____

There are no required course materials to purchase. Required readings and lynda.com videos will be provided in class. Students are expected to conduct their own research on immersive technologies using the library and online resources.

INTRODUCTION TO COURSE AND INSTRUCTOR

Semester: Spring 2020

Art and Design Department

California State University, Fresno

Course Name: Web Design

Instructor Name: Dr. Laura Huisinga

Units: 3

Office Location: CA 225

Time: 10 am - 11:50

E-Mail: lhuisinga@csufresno.edu

Location: ED 174

Telephone : 319-551-2790

Website: <http://drlaura.fsartanddesign.org/>

Office Hours: Tuesdays 11:00-1:45

COURSE SPECIFICS

Summary/outline of the course: This class focuses on designing for the web. Students will learn the differences in designing for web and interactive design compared to print design. They will learn the basics of website structure and organization, plan layouts, understand and

use appropriate color theory and typography for Web design. Students will learn the fundamentals of writing their own markup for implementing their designs. Including HTML5, CSS3, and basic javascript; as well as learning to use File Transfer Protocol (FTP) uploading a fully developed and functioning website to a server. They will also be introduced to the fundamentals of user experience design (UX), user interface design (UI), and usability research methods.

Course Goals

After completing this course students will be able to:

- Understand basic concepts for designing information architecture, wireframe design and high fidelity design for the web.
- Write custom HTML and CSS to create a functioning website from scratch using current web standards.
- Be familiar with the vocabulary of the Internet.
- Refine file management skills.
- FTP to upload functioning site to server space
- Use diverse approaches and tool to solve problems
- to work on a single project as a team using iterative design methods

Student Learning Outcomes

GD1. To analyze, comprehend and evaluate the principles, theories, and applications of graphic design as applied to interaction design.

GD2. To demonstrate the capacity and ability to be a critical, creative visual thinker and to synthesize and apply processes, skills in the evaluation and application of graphic design.

GDO4.1 Identify, define and apply technological methods and processes in graphic design including typography, illustration, and interactive multimedia design.

Course requirements/assignments

There will be in-class memos and exercises that count toward your participation grade.

Actively engaging in critiques is expected and will also count toward your grade.

REMEMBER! It is better to show up to critique with unfinished work than to skip if you are unprepared. Your input is important to the class.

Project Descriptions

Warm-Up Exercise (Crazy 8s, Thinking putty, etc.)

Goal: Get creative and warm up each class.

- After each activity you will scan in your sketches and save them at the end of the semester you will compile all of your warm-up sketches together and turn them in as one PDF on google drive.

Project 1: Type Specimen Mock Up

Create a Type Specimen for a web font. *Important: pick a font that has a web & print version.*

Project 2: Type Specimen Code

To create a Type Specimen for a web font using html, and in doing so gain an understanding of web fonts and CSS positioning and CSS grid.

Project 3: Fan Site

Create a multi-page informational fan website about a topic of your choice. Website will have 3 HTML pages linked together, an external css style sheet, use at least one web font, use some HTML5 tags, have images, and a link to an external website.

Project 4: UX Methods

Conduct user experience (UX) research to analyze a finished website critically, resulting in a UX report.

Project 5: Website Redesign

(part one research)

XXX

Critiques

Desk Critique: Instructor in-class feedback during work time

Small-Group Critique: Peer In-class feedback

Final Critique Presentation: Last day of class before a project is due. In-depth class feedback in person or digitally from all classmates.

Directions for Final Critique Presentation: Upload to the shared Slides for Final Critique

Turning In a Project

Presentation: xx

Google Drive: xx

Canvas: xx

Deliverables

Code files

Process PDF

ScreenCast of the site in action

Presentation Slide

Grading Policy

Grades will be based on the completion of the assignments, the execution of the design objectives, and the documentation in electronic process notebooks. Your grade for each project is based on the project description requirements as well as the syllabus. Please be sure to address any questions with the requirements with your instructor right away.

A= 90%-100%, B= 80%-89%, C= 70%-79%, D= 60%-69% F= Below 60%

Weekly In Class assignments = 15%

Class attendance & participation (including assigned presentations) = 10%

Projects = 75%

*Projects will all be documented in a process book and turn in on google classroom. Additionally, each student will make a google site to showcase all the projects from this class.

Key	Grading Rubric Labels	
[-NI-]	[NEEDS IMPROVEMENT]	Missing requirements, or major parts of the project. Lack of effort.
[-S-]	[SATISFACTORY]	Technically fulfilling at least 90% of requirements but lacking elaboration or depth to your concept and work.
[-G-]	[GOOD]	Fulfilling all requirements and deliverables providing thoughtful depth to your concept, and showing the use of UX principles and Design principles throughout your process and final product.
[-E-]	[EXCELLENT]	Going beyond the requirements, creating a concept of depth and complexity, demonstrating a consistent use of UX principles and design principles thought project and process book.

General Grading Rubric for Projects	
[NI] [_S] [_G] [_E]:	Completion of the assignment
[NI] [_S] [_G] [_E]:	Execution of the design objectives
[NI] [_S] [_G] [_E]:	Documentation in electronic process notebook
[NI] [_S] [_G] [_E]:	Submitted All Deliverables to designated locations

*Rubric subject to changes based on the project, refer to project statement for a full rubric.

Assignment and examination schedule

Due Date	Assignment	Points/Percent
2/3	Project 1: Type Specimen Mock-up	5%
2/14	Project 2: Type Specimen Code	10%
3/6	Project 3: Fan Site	15%
3/25	Project 4: User Experience Project	20%
4/29	Project 5: Website Redesign	25%

Refer to the class website or Canvas for updated and accurate due dates.

COURSE POLICIES & SAFETY ISSUES

Late work and make-up work policy. Assignments are due at the beginning of class, turning an assignment in during the middle of the class will be considered late work. Late work will be docked 10% and must be turned in within 5 days. Occasionally extenuating circumstances may change this policy (See University Unplanned Absences Policy 232 above); please contact me if you think there will be an issue with a due date.

Technical issues (computer dying, hard drive crash, lost jump drive, etc.) will not be accepted as a reason for late work. Always have a backup plan. **Your work should be backed up in at least one other location.** Dropbox, Box or Google Drive are excellent places to store and backup work.

It is usually expected that students will spend approximately 2 hours of study time outside of class for every one hour in class. Since this is a 3 unit class, you should expect to study an average of 6-12 hours outside of class each week.

Attendance policy: Attendance is required. If you plan to miss class, please contact your instructor for your assignment before the absence. If you miss due to unexpected reasons, it is your responsibility to get your assignment from a classmate so that you are prepared for the following class. Please see the following University policy regarding absences.

POLICY ON STUDENT ABSENCES (University Level Policy 232)

A student's first responsibility is to attend class and learn. The University expects students to attend all classes for which they are enrolled.

UNIVERSITY POLICIES

Students with Disabilities: Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

The following University policies can be found at:

- [Adding and Dropping Classes](#)
- [Cheating and Plagiarism](#)
- [Computers](#)
- [Copyright Policy](#)
- [Disruptive Classroom Behavior](#)
- [Honor Code](#)
- [Students with Disabilities](#)
- [Title IX](#)

UNIVERSITY SERVICES

The following University services can be found at:

- [Associated Students, Inc.](#)
- [Dream Success Center](#)
- [Learning Center Information](#)
- [Student Health and Counseling Center](#)
- [Writing Center](#)

SUBJECT TO CHANGE STATEMENT

This syllabus and schedule are subject to change in the event of extenuating circumstances.

STUDENT HANDBOOK

Information on student rights, responsibilities, academic honesty, etc., can be found on the Fresno State Student Handbook web page. The web page is located at:

<http://www.fresnostate.edu/studentaffairs/division/general/studenthandbook/>.

COURSE CALENDAR

For an up to date, course calendar of daily activities, homework, resources, due dates, and presentations see our class website: <http://fsartanddesign.org/courses/huisinga/GD50>

TENTATIVE COURSE SCHEDULE

Tentative Course Schedule

Spring 2020

(Monday, Wednesday, Friday Courses)

	Date	Topic	Assignment
1	Fri., Jan 17	Intro, join Codepen.io, intro assessment	Check Class Website
	Mon., Jan 20	HOLIDAY – Martin Luther King Jr. Day No Class	
2	Wed., Jan 22	Terminology, history of the internet, basic tags, index pages, file paths	Check Class Website , Extra credit attending artist lecture Th 3:30 and art opening Th 5:00
3	Fri., Jan 24	Remote class: Log onto Canvas	Check Class Website and Canvas Modules
4	Mon., Jan 27	block vs inline elements, CCS overview, intro to P1 type specimen Mock up	Check Class Website
5	Wed., Jan 29	classes and ids, units of measurement, intro to CSS layout, flexbox	Check Class Website

6	Fri., Jan 31	Remote class: Log onto Canvas Digital Critique of P1 mockups	Check Class Website and Canvas Modules
7	Mon., Feb 3	CSS grid, P1 Mockups Due Intro P2 Type Code, web typography	Check Class Website
8	Wed., Feb 5	grid exercise, work on project	Check Class Website
9	Fri., Feb 7	Remote class: Log onto Canvas	Check Class Website and Canvas Modules
10	Mon., Feb 10	work on project	Check Class Website
11	Wed., Feb 12	FTP, Critique of type specimen	Check Class Website
12	Fri., Feb 14	Remote class: Log onto Canvas P2 type specimen due	Check Class Website and Canvas Modules
	Mon., Feb 17	HOLIDAY – Presidents’ Day	Check Class Website
13	Wed., Feb 19	web typography, P3 intro fansite project	Check Class Website
14	Fri., Feb 21	Remote class: Log onto Canvas Color, work on mockups	Check Class Website and Canvas Modules
15	Mon., Feb 24	flexbox exercise, work on project	Check Class Website
16	Wed., Feb 26	work on project	Check Class Website
17	Fri., Feb 28	Remote class: Log onto Canvas	Check Class Website

18	Mon., March 2	Work on P3 FanSite	Check Class Website
19	Wed., March 4	Critique of P3 Fansites	Check Class Website
20	Fri., March 6	Remote class: Log onto Canvas P3 Fansite Due	Check Class Website
21	Mon., March 9	intro to UX, Intro to P4 UX	Check Class Website
22	Wed., March 11	work on project	Check Class Website
23	Fri., March 13	Remote class: Log onto Canvas	Check Class Website
24	Mon., March 16	work on project Class Cancelled due to virus	Check Class Website
25	Wed., March 18	work on project Class Cancelled due to virus	Check Class Website
26	Fri., March 20	Remote class: Log onto Canvas Realignment day	Check Class Website
27	Mon., March 23	P4 UX Critique Individual Zoom Check in Meetings	Check Class Website
28	Wed., March 25	P4 UX digital Critique slides	Check Class Website
29	Fri., March 27	P4 UX project Due By end of weekend (Sunday Night)	Check Class Website

30	Mon., March 30	Intro P5 website redesign work on project	Check Class Website
31	Wed., April 1	work on project	Check Class Website
32	Fri., April 3	Remote class: Log onto Canvas Mockups complete	Check Class Website
	Mon., April 6	Spring Break	Check Class Website
	Wed., April 8	Spring Break	Check Class Website
	Fri., April 10	Spring Break	Check Class Website
33	Mon., April 13	work on project	Check Class Website
34	Wed., April 15	work on project	Check Class Website
35	Fri., April 17	Remote class: Log onto Canvas	Check Class Website
36	Mon., April 20	work on project	Check Class Website
37	Wed., April 22	work on project	Check Class Website
38	Fri., April 24	Remote class: Log onto Canvas	Check Class Website
39	Mon., April 27	Critique of P5 Website Redesign	Check Class Website
40	Wed., April 29	P5 Website Redesign Due Intro Final presentation	Check Class Website

41	Fri., May 1	Remote class: Log onto Canvas	Check Class Website
42	Mon., May 4	Work Day	Check Class Website
43	Wed., May 6	Last Day of Instruction Work Day	Check Class Website

http://fresnostate.edu/academics/scheduling/documents/Final%20Exam%20Schedule_Spring_2020.pdf

Finals week	Days	Dates
Final Exam Preparation & Faculty Consultation Days:	Thursday and Friday	May 7 – 8
Final Semester Examinations	Monday – Thursday	May 11 – 14
Final Exam in this course	Wed	5/13 11 am - 1 pm