

Art 198

ART 198 Design for the Internet

Units: 3 Hours: 6

This handout will serve as a contract between us, setting down the mutual obligations and expectations involved in this course.

COURSE CONTENT:

Art 198 introduces the design and creation of Web sites. Exploration of usability, interface, navigation, and information design as well as creation of dynamic content in Web sites. Use of HTML, server side applications, and interactive multimedia elements (Adobe Dreamweaver, Adobe Fireworks, PHP and MySQL, RSS, Quicktime, MP3, Flash) to explore simple to complex interactive projects for the Web. Creation of a "real world" Web site, and Web projects designed in an interdisciplinary team environment. Emphasis is on project management and conceptual skills that comprise well-designed Web sites. Focus will be on production skills as well as an appreciation and understanding of the creative and conceptual elements that comprise an interactive multimedia project. Effective visual communication, creative problem-solving, an understanding of the vocabulary of art, and techniques in portfolio presentation and technical Web standards are some of the main objectives in this course.

The tutorials and projects will investigate several Web authoring tools, multimedia applications and file types, and introduce web programming languages. (Adobe Dreamweaver and Fireworks, Adobe Acrobat, Apple Quicktime, MP3s, PHP and MySQL, JavaScript, XML and RSS.) The course will introduce the specific and unique elements that make up multimedia Web development software, creating effective graphic elements for the Internet, project managing a simple Web site for a "real world" client in teams and making a personal or small business Web site. As in traditional Studio/Fine Art courses, the problems will deal with visual organization and communication, creative skills and experimentation with techniques and a variety of media. Time will be spent exploring Web projects and their development from concept to storyboard to flow chart to Web site. Later in the semester, projects will evolve into more complex ideas - some of which might include scripting/programming, building interactivity, advanced graphics, digital portfolios, creating digital audio and video, and the applications of art/design to our daily environment and to the contemporary art world. Members of the class will work individually and in teams depending upon the projects. Hopefully you will take chances, experiment, share, develop self-confidence and critical thinking skills, and ultimately learn to see the world with a fresh set of perceptions.

This class is a three (3) unit course. The problems/projects will take time and effort. Generally, a project is given every 2 to 3 weeks followed by a critique at the project's due date. In addition to these projects and hands-on tutorials, some writing and research will be required. This course is designed to follow Art 30A or an equivalent course.

WORK EFFORT:

Since this course is experiential, participation is crucial. Each student in class will be a source of ideas and critical feedback to every other student. Time will be required outside class to complete assignments. On average, you should expect to spend an hour outside class for

each hour in class. Some weeks will be lighter and others more demanding as projects are due. Be prepared to work -- that means the necessary materials, reading assignments, the appropriate dress, great ideas, and enthusiasm! (You wouldn't attend PYSCH I without a pencil and notebook!)

ATTENDANCE:

Attendance is studio time and thus mandatory! I keep an accurate record of attendance as required by the State. Non-attendance usually affects the quality and quantity of the work produced. I am reasonable. Please communicate extenuating circumstances. I consider 6 absences per semester excessive and may exercise the option to exclude you from the class roster. **If you wish to drop or to withdraw, it is your responsibility to inform the Registration office.**

Note: I strongly suggest that you exchange phone numbers with other members of the class, in order to have a contact for class work and lecture material if you should miss a class. Also, working with other students outside class will help you with problems and questions that arise as you work on various projects.

LAB:

You are **strongly** encouraged to co-register for Art 110B. The Lab time give you access to:

- o copying tutorials and files,
- o **free access to Lynda.com tutorials used to replace textbook**
- o work space to collaborate with classmates on team projects,
- o powerful and properly configured equipment with latest software for your projects,
- o media files that are free and legal (fonts, photos, graphics, sound and movie clips)
- o helpful and knowledgeable lab assistants and
- o fellow students performing the same projects and tasks,

You will **not be allowed into the lab outside of class time unless you are registered in Art 110 B**. All this support is designed to help you have a successful semester.

GRADING:

Grades are based on the class work (attendance and participation), quizzes and assigned homework and projects executed. I will grade each project as the semester progresses. By grading as we go along, you can see your strengths and weaknesses and hopefully improve. All the grades (based on homework practice assignments and/or quizzes, mid-term exam and projects) are averaged to compute your final grade.

Projects:

1. Xtreme Resume
2. Header/Banner graphic
3. Newsletter and News Article
4. Persona for final Web site
5. Client Survey/Creative Brief for final Web site
6. Site Map for final Web site
7. Prototype for final Web site
8. Comp for final Web site
 - a. Home page
 - b. Inside page
9. Final Web Site Project

Pluses and minuses will factor into the grades, although the final grade will appear as A, B, C, D, F, or I.

Opportunities for extra credit will be given.

Projects not presented at crit or turned in at due dates without permission will not receive a grade (0) if submitted late.

Projects presented at crit dates can be improved. Up to two weeks after a project due date, if you wish to redo or to improve a project for a better grade, you may re-submit a project(s) for a new grade at that time.

I would rather have you learn, do, and experience all the projects than fail. I would like to be your support system rather than your adversary.

The criterion for grading is as follows:

A - Attendance, participation in class, all assignments and papers completed. Work should show outstanding creative thought and effort and execution. "A" work is not merely competent, but daring!

B - Attendance, participation in class, all assignments and papers completed. Work should show creative thought, effort, and execution.

C - Attendance, some participation, **all assignments** and papers completed (You cannot get a "C" grade if **any** of your projects are not turned in!). "C" work simply fulfills the minimum requirements.

D - Attendance, less than all required project and papers completed, little participation. Work shows little or no understanding of concepts and a poor effort.

F - Failure to meet the above minimum requirements.

I - Given in the rare instance when a student has completed a substantial portion of the course work but, due to extenuating circumstances, cannot complete the course by the final. Course work is then arranged to be completed within one year for a grade.

STUDENT LEARNING OUTCOMES:

1. Identify the theories, techniques and "best" practices of web design by explaining (documenting) the components, the content development process, production and organization, the selection of appropriate product output, and the technical considerations involved in producing a website.
2. Create and construct original websites and HTML projects, using professional digital tools (such as HTML authoring (Adobe Dreamweaver) and digital imaging (Adobe Photoshop & Fireworks), uploading websites to the server, and separating content and presentation using CSS and dynamic databases (PHP MySQL).
3. Analyze and evaluate, orally and in writing, interactive multimedia websites, their applications in industry (learning, gaming, services, marketing, sales, promotional, and marketing) and team project work flow utilizing the critique process.

MATERIALS AND TEXTBOOKS:

Art materials and textbooks are costly. The textbooks listed are recommended, but not required. I am aware of the expense and try to budget the course accordingly. The "materials list" gives a general list of materials for use throughout the semester, but with each individual project some additional materials may need to be purchased. These additional materials will be announced at the time a new project is given. Materials and online tutorials are a necessary part of this course. Most of the tutorials and supplementary materials are available on-line for no fee. Several are available from Lynda.com for free in the lab when you register for Art 110B or for a small fee to subscribe.