

Art 39540 4KN Design for the Web [formerly Art 37000]

Workshop on interface design, information structuring and interactivity for screen design for the World Wide Web. Existing web sites are reviewed from the perspective of design, utility and interactivity. This course provides experience in the design of HTML documents, incorporation of images, development of a logical information structure, and the prototype testing of this structure. Prereq.: Art 29526/369; 3 hrs./3 cr.

**The syllabus and weekly handouts will be posted on the website as PDF files:
at: <http://www.annetteweintraub.com/courses/39540/39540.html>.**

If you are absent, you must email someone on the contact list or check the website.

Course Content

Design

Interface/screen-based design with type and image emphasizing effective communication and Web utility. Coordination of text, graphics, sound, and animation. Separation of content and presentation using CSS.

Software

Writing (X)HTML in a text editor. Using Photoshop/ImageReady, and other graphics tools to create images. Processing sound and video for the Web; media integration in (X)HTML. Use of Dreamweaver and CSS.

Production

Using a flow chart to develop a file structure. Developing a workflow. Working between design prototyping (Photoshop/ImageReady) and HTML. Site management; maintaining links among files.

Process

Research

Establishing a concept for the site. Determining the site or client requirements. Collecting resource materials. Creating original source materials in text and image.

Interface

Development of palettes, formats, design and type style guides for the site from sketches to final art. Creating a logical navigation and information architecture.

Prototyping

Building the site. Testing the text and image on the site. Editing text, checking links, coordinating design elements throughout the site.

Publishing

Uploading to the Web. Verbal and visual presentation of final projects.

Projects

Portal Exercise

One-page exercise using CSS & the box model. [2 week exercise]

Information Site

Design of an information site (4 page minimum) with linked text and graphics. Develop content and graphics, use a flow chart for planning and Photoshop for page prototyping. Site should demonstrate good design, effective structuring of information and use of a visual metaphor for navigation. 6 weeks.

Culture site

Design of a cultural site—a 'zine, entertainment or art site exploring an aspect of contemporary culture (3 minimum). Students work as a team to edit text; design graphics, logos and interface; incorporate video, animation and sound; and design interaction. Students will be judged on their original work, and for their contribution to the team. 6 weeks.

General Requirements

2 unexcused absences only
before a grade reduction
three latenesses=1 absence

minimum 3 hours of lab time
weekly

Purchase textbooks and bring to class by week 2

everyone must bring a weekly printout to the class critique

Incompletes are only granted
for medical or legal reasons and
must be requested before the
final review date

Incompletes can only be
changed by the Academic
Standards Committee.

Grading

Grades are given based on:

- creativity of concept
- quality of execution
- preparation for class
- completion of weekly assignments
- participation in class
- meeting deadlines
- quality of presentation
- attendance

A grade of "C" is average. Students begin with an assumed grade of "C" and move up or down, depending on the quality of work, presentation in class critiques, attendance and attention to deadlines.

BFA students must maintain a GPA of 2.5.

Missing the midterm or final reviews will result in a failing grade.

**Printouts will be required each week for the critique, as well as digital files.
There will also be an oral presentation on a website from the list distributed in class.**

Weekly Topics Outline

Week 1 What is the Web? Looking at content, design, writing (X)HTML.

Types of websites: blogs, wiki, e-commerce, portals, rich media, informational. What is hypertext? What is a markup language? Document centered vs. application centered sites. Examples of page division using CSS, examples of layouts. URL protocols. Planning: setting goals, flowchart, wireframing, content research and workflow. Copyright issues.

Week 2 Separating Content and presentation. Physical vs. logical styles. Web Standards.

Document structure vs. appearance. Using a flow chart to make a shell site. Naming files & folders. The UNIX environment (filenames and filesize issues). Using layers and prototyping in Photoshop/ImageReady. Designing at 72 dpi. First CSS/HTML document exercise. Parts of an HTML document. Doc types, creating a structured document. Creating containers/boxes for the structured elements.

Week 3 Using color, adding images. Links. Document structure and flow.

Hexadecimal color, cross-platform color issues. File formats (JPEG vs. GIF), image compression, and file size. Embedding images, using images as links, as background. Basic (X)HTML structure. The Box Model, doc types and encoding. DIV and SPAN, paragraphs and line breaks. Simple text formatting using CSS. Examples of two and three-column layouts. Linking text and images.

Week 4 Basic styling in CSS. Fonts and layout with styles. More on linking

Formatting text with styles: styling fonts, controlling spacing, aligning text. Layout/positioning with styles: fixed layouts. Review of the workflow for building CSS pages. Links, continued. Lists. Internal and external style sheets.

Week 5 Tables vs. CSS. How to prepare a table in ImageReady. Using layers in ImageReady for Gif animation, rollovers and image maps. Old-style HTML using tables.

Writing tables in HTML: table and cell alignment, cells spanning multiple rows/columns. Converting prototypes to tables. Optimizing file sizes. Exporting tables to HTML. Layer-based animation: gif and rollover animation in ImageReady. Images as links. Multiple hot spots within an image; image maps. How to use ImageReady to export graphics for your CSS layout.

Week 6 Intro to Dreamweaver. FTP: Uploading your pages to a server.

Hand-coding vs. using Dreamweaver. Site management, asset manager in Dreamweaver. Intro to tools in Dreamweaver: tables, layers, type, images, properties. CSS menus. Uploading HTML files to the server using Fetchs, see your site live online.

Week 7 Dreamweaver and CSS continued. Lists, style sheets for printing, using margins, fluid and em-based layout. CSS resources, troubleshooting.

Absolute and relative positioning, floats Z-position, alignments, color, clipping, list properties. Layers and DIVs in Dreamweaver. Using background images. CSS techniques for image backgrounds.

Week 8 Image Maps and Rollovers in Dreamweaver, image techniques, rollovers in CSS.

Creating navigation elements using rollovers in CSS. Other interactive elements using CSS. Using backgrounds in CSS. Image techniques in CSS. Hide/display, rollovers, popups, drop-down menus, replacing headers with images.

Week 9 More Dreamweaver CSS and DHTML. Other issues.

Should you ever use frames? Style sheets for handhelds. More styling: contextual selectors, pseudo elements, drop-cap styling, proportional font sizing/emsizing, shaped backgrounds

Week 10 Adding animation and video to your pages

Creating animations and video for the web with QuickTime, Flash and sound. File size & compression issues; HTML for placing movies. Digitizing video and making a clip for the web. Grabbing frames from a video, processing in QT or Flash. CSS rollovers.

Week 11 Preparing sound files for the web.

Prepare sound and video files by scanning or sampling, compression, and format. Issues for sound: size, compression, HTML for placing sound.

Week 12 Dynamic elements: rollovers, layers, moving boxes. More on CSS.

Dreamweaver's use of DHTML and Javascript: animation, timelines, behaviors, actions, style sheets. Customizing Javascripts for rollovers and status bars.

Week 13 Forms, Testing crossplatform.

Elements of a form, text input, selection menus, form layout. Forms for feedback, database, interactivity. Testing for cross-platform performance.

Week 14 Assembling a site, Internet providers.

Searches, indexers. Testing. Site management and maintenance. Internet providers, domain names.

Assignment Outline

detailed assignment sheets will be given out each week.

see sign-up sheet for weekly oral reports from the site list week 1 and 2

PURCHASE BOOKS

download sample files
view sites, do research, make flowchart and wireframe
1 page Photoshop prototype
File/folder shell

week 3

Do CSS EXERCISE
revise Project 1 prototype

week 4

Finish CSS Box Exercise.
PROJECT 1,

Prototype all of your Project 1 pages (4) in Photoshop.
Create a CSS/HTML doc for your home page

week 5

use the workflow to build your other pages in CSS, add DIVS, add images from your design e

week 6

continue building your Project 1 pages, adding code and images.

week 7

rollovers in Dreamweaver, gif animations, image maps uploading and validating code

week 8

Research PROJECT 2

Start research for Project 2. Use Dreamweaver to manage site.

week 9

MIDTERM PORTFOLIO Due

First prototype for group project: synopsis, flowchart, and Photoshop/ImageReady template

week 10

Capture video for the Web
PROTOTYPE FILES DUE

week 11

Capture & compress sound. Start CSS page builds and coding, using your templates. .

week 12

Complete production of page elements: tables, text, media

week 13

Complete media files & review site management for Project 2. Uploads to server, test links

week 14

Validate HTML/CSS. Check links., spelling. Test on multiple browsers.

FINAL PRESENTATION

Final presentation is scheduled for Art 39540 exam date

Required Texts

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Macromedia Dreamweaver 8 for Windows and Macintosh Visual QuickStart Guide, Tom Negrino, Peachpit Press, 2006.

Recommended Texts

Macromedia Dreamweaver 8 Advanced for Windows and Macintosh Visual QuickStart Guide, Lucinda Dykes, Peachpit Press.

the Zen of CSS Design, Dave Shea and Molly Holzschlag, New Riders, 2004.

Bulletproof Web Design, Dan Cederholm, New Riders, 2006.

CSS Mastery, Advanced Web Standards Solutions, Andy Budd, Friends of Ed, 2006.

Styling with CSS, Charles Wyke-Smith, New Riders, 2006.

Photoshop CS at Your Fingertips, Get in Get Out, Get Exactly What You Need, Jason Teague and Walt Dietrich, Sybex Books, 2004.

Materials

USB drive (or other removable storage media), 512MB or > preferred

BACKUP MEDIA: 2nd USB or CDs

Photo-quality MATTE inkjet paper for printing.

1 Itoya Presentation/Display Book Art Portfolio, 9x12, 24 sleeves

Tools

Xyle Scope [download] <http://www.culturedcode.com>. Displays CSS in any webpage [license, \$19.95]

Renders CSS online as you type. <http://gregtaff.com/render2.html>.

Renders CSS <http://www.webucator.com/resources/css/reference.html>

View Source Chart, <http://jennifermadden.com/scripts/ViewRenderedSource.html>

Edit/Render CSS in Firefox EditCss 0.3.5 <https://addons.mozilla.org/firefox/179/>

Web page layout templates. <http://intensivstation.ch/en/templates/>

<http://www.alvit.de/handbook/>. **Complete directory of web links.**

Also:

Examples of one, two and three column CSS layouts. <http://www.glish.com/css/>

Colored Box method. <http://www.maxdesign.com.au/presentation/process/>

Building a page template in CSS. <http://www.maxdesign.com.au/presentation/wentworth/>

Sample CSS Page Layouts. http://www.maxdesign.com.au/presentation/page_layouts/

Markup Guide. <http://www.w3.org/MarkUp/Guide/Style>

List of CSS tools. <http://www.soxiam.com/Notes/CSSTools>

Web Standards Guide. <http://www.maxdesign.com.au/presentation/workshop/index.htm>

Lab Reminders

No food/drink in the Lab

At the end of your work session, clean up the area around your computer

Don't glue or cut on the tables or counters; use a cutting board and either cover the table before gluing or use Letraset press down mounting tissue.

We will suspend your Lab account if you break these rules!

Report Lab problems in WRITING, using a copy of the problem report form posted next to Skiter's office, or email him (skiter@ccny.cuny.edu)

DO NOT try to clean the computer monitors; Windex cleaners will spoil the anti-glare coating on the screen.

Paper and Printing:

See the handout from the HUB on color printing.

Please schedule your printing so that you complete assignments and color prints for the midterm on time.

You are expected to come to class with a print READY for critique.

DO NOT try to print your work before your class begins.

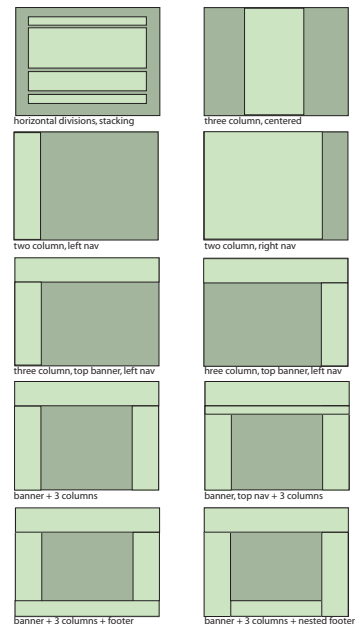
Be sure to BACK-UP your work onto extra disk(s). YOU are responsible for keeping copies of your work!

Lost work will receive an F.

Web Page Prototyping/CSS workflow

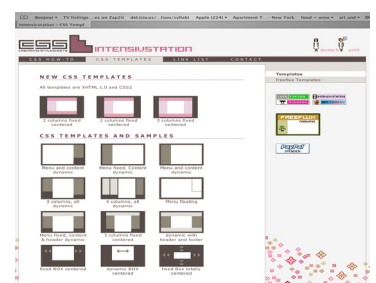
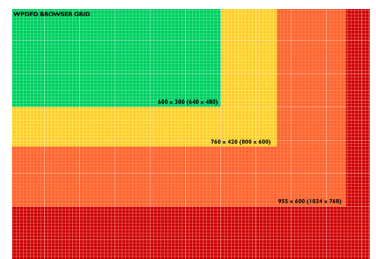
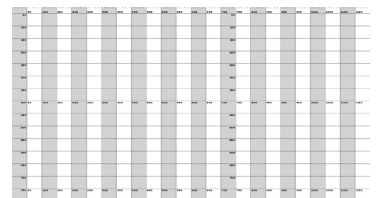
1. Analyze your project idea based on the client goals
consider audience, media and content requirements, budget, etc.
2. Flowchart and wireframe your project
the flowchart shows an overview of the pages and organization of your entire site
the wireframe shows page division or template based on functional areas [NOT appearance]
use one of the sample layouts as a base
3. Review your text document for structure:
container: box that contains the whole document
header or banner [logo or branding]
navigation [you could have a main nav and a secondary nav]
links menu to other pages
content [can be more than one box] text and images with subheads or captions as needed
footer [optional]
IMPORTANT: create style categories based on STRUCTURE not APPEARANCE
4. In Photoshop/ImageReady, prototype your layout:
your prototype should show the look and style of your page
make a screen size document [for 1024x768 use 955x600]
RECORD THE DIMENSIONS OF EACH BOX/CONTAINER
make each container a different color so you can visualize the structure [delete colors later]
add graphics or images
dummy in type
5. Make a copy of your prototype and label it with the structure names
6. Write the HTML (with CSS) document(s)
create a shell of folders for the structure of your site [following flowchart]

create a shell HTML document with:
doctype declarations, html, head, and title elements
create empty div elements for your containers within the <body> tag
7. Position the <div> elements
 - divs can be fixed-width, liquid, em-driven
 - will the layout be centered?
 - positioning using normal flow (inline), absolute, relative, floats
8. Style your boxes/divs
give each box a unique color following your Photoshop template so they are visible
9. copy your text content into each box
10. format your content with styles
11. make the CSS styles external



Download the examples folder which contains:

- web page layout examples
- sample text for exercises
- a background grid image
- guide to screen size
- doctype declarations



CSS Resources & References

<http://www.alvit.de/handbook/>. Complete directory of web links

<http://www.wpdfd.com/wpdres.htm>. Useful CSS & web links

http://www.westciv.com/style_master/house/index.html. Tutorials and reference

<http://www.wilk4.com/links/links2.htm>. Links to web design info.

<http://www.ericmeyeroncss.com/links/resources.html>. CSS resources

<http://cssvault.com/resources.php>. CSS resources

<http://coda.co.za/archive/20050616/17:11:16> Summary of positioning techniques

<http://meyerweb.com/eric/css/edge/> CSS resources and links

http://www.cbel.com/style_sheets/. CSS resources and links

Site Examples, good design

http://www.andybudd.com/links/well_designed_css_sites/index.php

<http://www.designshack.co.uk/index.php>

<http://www.webstandardsawards.com/>

<http://www.csszengarden.com>. Excellent approach to CSS design

<http://www.cssbeauty.com/>

<http://css-galleries.com/>. Gallery of web design

<http://www.webdesignfromscratch.com/current-style.cfm>

<http://piepmatzel.de/>

<http://www.stylegala.com/>

<http://www.netdiver.net/>

Cheat Sheets [also available in the class download]

<http://cdburnerxp.se/htmlcheatsheet.pdf> [XHTML]

http://www.ilovejackdaniels.com/css_cheat_sheet.pdf

directory of more cheat sheets:

<http://lorelle.wordpress.com/2005/10/10/html-css-php-and-more-cheat-sheets/>

More Web Tools

A List Apart: weekly magazine on web design + CSS <http://www.alistapart.com/stories/>

<http://gregtaff.com/render2.html>. Renders CSS online as you type.

<http://www.protolize.org/>. Links to web tools

http://www.westciv.com/style_master/academy/hands_on_tutorial/index.html. CSS design tutorial

<http://intensivstation.ch/en/templates/> Excellent web page layout templates

<http://www.positioniseverything.net/articles/onetruelayout/> Troubleshooting layouts

<http://css-discuss.incutio.com/?page=CssLayouts>. Links to layout examples

<http://css-discuss.incutio.com/?page=ThreeColumnLayouts>. Three column layout examples

<http://www.inknoise.com/experimental/layoutomatic.php>. Layout-o-matic tool

<http://tools.i-use.it/details.aspx> CSS template gallery [layouts]

Top ten CSS tutorials <http://www.cameronolthuis.com/2006/04/top-10-css-tutorials/>

CSS Help Pile [great list of CSS links] <http://www.artypapers.com/csshelpile/>

CSS Positioning in 10 Steps <http://www.barelyfitz.com/screencast/html-training/css/positioning/>

Tutorials and reference <http://www.wpdfd.com/index.htm>

CSS from the Ground Up <http://www.wpdfd.com/editorial/basics/cssbasics3.html>

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General References

<http://info.med.yale.edu/caim/manual/contents.html>.

Guide to web design, interface, color use

<http://www.lynda.com/resources/links/>.

Lynda.com: links for web design resources

<http://www.rsub.com/typographic/>. Typography resource: history, definitions, examples, links

<http://www.wpdfd.com/index.htm>.

Tutorials and reference

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<http://www.w3schools.com/css/default.asp>
Tutorials and reference.

<http://www.glish.com/css/>. layout examples

http://www.stuffandnonsense.co.uk/archives/css_markup_guides.html
CSS markup guides

http://www.stuffandnonsense.co.uk/archives/3d_css_zen_garden.html.
Diagram of nested boxes

<http://www.webstandards.org/>
Webstandards references.

IE HACKS

see the online syllabus for links to IE hacks and fixes [IE doesn't follow the box model standards.]

Website for the XHTML/Castro book:

<http://www.cookwood.html/html6ed/>
CSS Cheat Sheet Widget:

<http://www.apple.com/downloads/dashboard/developer/csscheatsheet.html>