

Art 39540 3EF Design for the Web 1

Workshop on interface design, information structuring and coding for the Web. Sites are reviewed from the perspective of design, usability and accessibility. This course provides experience in the design of (X)HTML documents using CSS with development of a logical information structure, and the prototype testing of this structure. Prereq.: Art 29500 and 29526; 3 hrs./3 cr.

**The syllabus and weekly handouts will be posted on the web site 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 web site for the PDF.

Course Objectives

- To become familiar with the history and development of web design and coding
- To develop and use vocabulary for web design critique.
- To develop superior skills in design and apply these skills to creative projects in web design.
- To develop the ability to write standards-compliant and accessible CSS and HTML.
- To follow practices in information architecture and project planning that can be used to gain an internship or become part of a capstone portfolio.

Process

Research

Establish a concept for your site. Determine the site or client requirements. Collect resource materials, creating original image and art.

Design

Design with type and image emphasizing effective communication, accessibility and utility. Interface/navigation design using good information architecture.

Workflow

Wire frame to define content areas, flow chart to develop file structure. Work between active design prototyping and CSS/HTML working prototype.

Code

Write (X)HTML and CSS in a text editor. Separation of content and presentation. Hand code —NO DREAMWEAVER

Validate

Test on multiple browsers, platforms. Proofread text, check links, coordinate design elements throughout the site. Validate, test cross-platform.

Publish

Get a domain name, server space and upload to the Web.

Projects

(X)HTML Pages	Big Type Page and Big Image & Type Page exercises in (X)HTML [2 weeks]
CSS Version	Big Type Page and Big Image & Type Page revised using CSS formatting [1 week]
How-to site	Three-page site that presents step-by-step instructions for a task [a recipe, travel directions, home repair, etc.] Text and image, linked pages with navigation, page layout and formatting in CSS [4 weeks]
Site development	Site development proceeding from research/concept development, flowchart, wire frame, and prototypes to production. Design an art site exploring an aspect of contemporary culture (3 page minimum). Design graphics, logos and interface; incorporate video, animation and/or sound; and design navigation and interaction. [4 weeks]
Form creation	Exercise creating a form [1 week]

General Requirements

2 unexcused absences. Thereafter, a grade reduction.
three latenesses=1 absence

Minimum 3 hours of lab time weekly is expected.

Purchase textbook and bring to class on week 2

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

Incompletes can only be changed by Academic Standards.

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.

Art Majors entering after SP09 and all BFA students must maintain a GPA of 2.5.

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

SYLLABUS is subject to change during the semester.

OFFICE HOURS: Thursday, 3-6 pm by appointment in CG132.

Weekly Topics Outline

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

Types of web sites: blogs, wiki, e-commerce, portals, rich media, informational. Internet vs. Web, servers and browsers, What is hypertext? What is a markup language? Front-end vs. back end. URL and web protocols. Browser issues, browser stats. Accessibility guidelines. Quick intro to HTML. Copyright issues.

Week 2 Writing a basic HTML page.

Document structure in HTML, basic (X)HTML tags and semantic markup. Doctypes, block-level elements, creating containers/boxes for the structured elements. Naming conventions for files & folders. Separating content and presentation. DIV and SPAN, paragraphs and line breaks. Named colors.

Week 3 Adding images and links. Links. Document structure, basic CSS formatting.

File formats (JPEG vs. GIF), image compression, and file size. Images on the HTML page, using images as links, as background in a DIV. Linking pages, images as links. The Box Model, doc types and encoding. Simple text formatting using CSS. Examples of two and three-column layouts.

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

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

Week 5 Intro to CSS Layout, the Box Model and Lists, continued text formatting.

The Colored Box technique, the box model. Padding, Margin, borders, overflow. Lists. Inheritance in CSS, the cascade. Styling links [pseudoclasses]

Week 6 More Layout and Positioning with CSS.

Layout/positioning with styles; using margins, fluid and em-based layout. Absolute and relative positioning, floats, Z-position, alignments, color, clipping, list properties. Resets

Week 7 More Layout and Positioning with CSS, Rollovers.

Fixed, liquid and elastic layouts. Two and three-column templates.

Week 8 Validation and FTP: Uploading your pages to a server.

Uploading HTML files to the server using Fetch, see your site live online. VALIDATING HTML/CSS Troubleshooting, testing/debugging. Inheritance in CSS, the cascade. External Style sheets. More styling: contextual selectors, pseudo elements, drop-cap styling, proportional font sizing/em-sizing, shaped backgrounds.

Week 9 Site Development: research flowchart, wire-framing, and production workflow.

Using a flow chart to make a shell site. Using layers and prototyping between HTML/CSS/Photoshop. Grids: review of grids and their use in CSS and (X)HTML. Argument for coding directly, rather than using a PSD prototype.

<http://designinformer.com/grid-based-web-design-simplified/>

Week 10 Prototyping, creating navigation interfaces, more on linking.

Developing navigation menus using lists, using image replacement. Writing and formatting tables in HTML and CSS: table and cell alignment, cells spanning multiple columns. Linking to a specific point on a page [named anchors], opening a new window, mail links.

Week 11 Rollovers, Galleries, Javascript.

Rollovers in CSS for images and links Creating navigation elements using rollovers in CSS. Hide/display, rollovers, popups, drop-down menus, replacing headers with images. Creating an image gallery, adding javascript actions for scrolling, window size.

Week 12 Adding Media: video, sound, animation

Using embed and object for media; flash/qt/other formats. Using 'Video for Everybody' for mp4 and ogg video for HTML5 and Flash as fallback. Webmonkey, video in HTML 5.

Miro Video Converter.

Week 13 Forms.

Elements of a form: text input, selection menus, form layout. Forms for feedback, database, interactivity. Webmonkey add forms to your site

Week 14 Final testing,

ASSIGNMENTS & READING BY WEEK

WEEK 1: PURCHASE BOOK

download tools, files; view sites on the list and analyze, view source. Find a short text. Chapter 2 and 3 [plus Chapter 1, What do I need to Learn?]

WEEK 2: Exercise 1, The Big Type Page:

Chapter 4 Creating a Simple Page
Chapter 5: Marking up Text
Chapter 13, Color

WEEK 3 Exercise 2: Big Image & Type Page.

Adding an image and a link.
Chapter 6 and 7 [Ch6=links, Ch7=images]
See: Doctype in CH10 & character encoding
Chapter 18: Preparing Images
Chapter 19: Optimizing Images

WEEK 4: Project 1: CSS redo Exercise 1 & 2

Redo Exercises 1 & 2, use CSS to style fonts.
You can also change the images & colors
Chapter 11: CSS Orientation
Chapter 12: Formatting Text
Chapter 13: Background Images

WEEK 5 Project 2: How-to Instruction

How-to instruction [minimum 3 pages]:
recipe, travel direction, DIY project..
Chapter 5: Lists
Chapter 12: Formatting Text, continued
Chapter 13: Formatting Links
Chapter 14: Box Model

WEEK 6: Continue Project 2, How-to

Chapter 15: Floats & Positioning

WEEK 7: Continue Project 2, How-to

Chapter 16 Page Layouts with CSS

WEEK 8: Complete Project 2, How-to

Chapter 10 Validating HTML and CSS
also Chapter 11: Inheritance and Cascade.
Chapter 13, External Style Sheets
Chapter 21: Getting Your Pages on the Web

WEEK 9: MIDTERM PORTFOLIO Due

Wire-frame & flowchart for site development
visual and css/html prototype
Chapter 5: More on Links; List-based Menus
Chapter 20: Site Development

WEEK 10 Project 3: Site Development

Navigation menus using lists
image replacement
Chapter 8: Tables
Chapter 17: Formatting Tables

WEEK 11 Site Development

create an image gallery using rollovers
Chapter 17: Rollovers

WEEK 12 Site Development + ADD MEDIA

How to add video, sound or animation
video and audio formats
media issues

WEEK 13 Exercise 3: Create a form

Chapter 9; Forms

WEEK 14 Cross-browser testing

Final testing on multiple platforms, revisions
and fixes to all projects

FINAL REVIEW: Final exam date

Required Texts

Learning Web Design, A Beginner's Guide to (X)HTML, Style Sheets, and Web Graphics, 3rd Edition, Jennifer Niederst Robbins, O'Reilly, 2007

ALSO: the book web site, <http://www.learningwebdesign.com>

Recommended Texts

The Zen of CSS Design, Dave Shea and Mollty Holzschlag, New Riders, 2004.

More Bulletproof Web Design, Dan Cederholm, New Riders, 2009.

CSS Mastery, Advanced Web Standards 2nd Edition, Andy Budd, Friends of Ed, 2009.

Adobe Photoshop CS4 How-Tos: 100 Essential Techniques, Chris Orwig, Adobe Press, 2008.

Materials

USB drive (or other removable storage media), 4MB

BACKUP MEDIA: 2nd USB or CDs

Tools to Download

Web Developer add-on for Firefox: <http://addons.mozilla.org>

Firebug add-on for Firefox: <http://addons.mozilla.org>

TextWrangler text editor: <http://www.barebones.com/products/textwrangler/>

Pick/analyze colors & palettes without Photoshop: <http://www.colorzilla.com/firefox/>

Browser size: <http://browsersize.googlelabs.com/>

Gridfox: <http://www.puidokas.com/portfolio/gridfox/> Firefox extension

Image-based grid tool: <http://netprotozo.com/grid/> grid generator

Miro video converter: <http://mirovideoconverter.com>

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/

Cheat Sheets [also available in the class download]

cheat sheets css2 and css3, html5 from smashing magazine

<http://www.webresourcesdepot.com/html-5-and-css3-cheat-sheets-collection/>

http://sixrevisions.com/resources/cheat_sheets_web_developer/

<http://foxinni.com/web-resources/cheat-sheets-for-programmers/>

CSS Resources & References

www.alvit.de/handbook/. Complete directory of web links

www.westciv.com/style_master/house/index.html.

www.wilk4.com/links/links2.htm.

meyerweb.com/eric/css/edge/
CSS resources and links

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

www.designbygrid.com/ Grid approach to layout

www.webmonkey.com Web tools.

Site Examples, good design

www.smashingmagazine.com

www.wpdfd.com/index.htm

www.cssbeauty.com/

www.webdesignfromscratch.com/current-style.cfm

ACADEMIC INTEGRITY POLICY

Any act of academic dishonesty will be dealt with by applying the most stringent penalties permitted.

Cheating includes but is not limited to receiving help during exams and submitting homework without properly acknowledging persons who assisted you.

Please read the Policy on Academic Integrity posted on the CUNY website with URL:

http://www1.cuny.edu/portal_ur/content/2004/policies/image/policy.pdf