

Art 49540 4KN Design for the Web

This course emphasizes Web 2.0 design guidelines and the use of semantic structure and hand coding to create standards-compliant pages using advanced CSS for position and formatting. Prereq.: Art 39540; 3 hrs/wk; 3 cr.

The syllabus and weekly handouts will be posted on the web site as PDF files:
at: <http://www.annetteweintraub.com/courses/49540/49540.html>.

Course Content

This course is an exploration of advanced CSS-based web design. Other topics may include alternate style sheets for print, formatting for handhelds and style sheet switching. Syllabus may be revised during the semester depending on the needs of the course.

Projects

The ZenCSS/Transcending CSS approach applies a variety of different style sheets to a structured text. It emphasizes separating document structure from design. A core text, that has content hierarchies defined, is used as a base. Stylesheets with different design looks are applied, resulting in pages with a very different appearance, but the same underlying structure.

We will deconstruct style sheet examples of existing sites, analyze design and css structure, write new styles and develop pages based on exploration of various style sheet techniques. We will develop alternate style sheets, using fluid/fixed/floating layouts and experiment with type handling, scaling and layout. We will also look at troubleshooting style sheets across different browsers.

Projects are organized in two or three-week units. Each unit has a themed topic. The core text for weeks 2-9 remains the same, literally and in its structure and hierarchy. We will also apply these principles to new content repurposed from a print page and create a portfolio page showcasing the class projects and students' Web 1 work.

Course Objectives

- To become familiar with the design history as it relates to web design
- To develop appropriate vocabulary for critique of web design and use this terminology in oral and written briefs.
- To develop superior skills in design, imaging and typography and their application to creative projects in web design.
- To analyze problems, developing alternate conceptual approaches, employ project planning, workflow and production skills to web design projects.
- To become fluent in the range of digital tools, used by artists in a web design context.
- To prepare a web design portfolio which could be used to gain an internship, employment or admission to graduate school.

Required Texts

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

Purchase textbook and bring to class by week 2

Materials: USB drive (or other removable storage media), 1GB + backup media

See page 3 for free web tools to download

Recommended Texts

Transcending CSS, Andy Clarke, New Riders, 2006.

HTML, XHTML, and CSS, Sixth Edition: Visual QuickStart Guide (6th Edition),

Elizabeth Castro, Peachpit Press, 2006. [if you don't have the current edition, get it]

The Zen of CSS Design, Dave Shea and Molly Holzschlag, New Riders, 2005.

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

Adobe PhotoshopCS3: Up to Speed, Ben Willmore, Peachpit Press, 2007.

General Requirements

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

**Purchase textbook and
bring to class by week 2**

**copy assignments to the
server before class.**

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:

- visual design, 30%
- correct use of HTML, CSS, 30%
- completion of weekly assignments 30%
- professionalism, 10%
 - participation in class
 - meeting deadlines
 - attendance, being on time

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. As of SP09, there
will be a 2.5 GPA req. for all
Art majors.**

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

**BACK UP your work! It's your
responsibility.**

Weekly Topics Outline

Week 1 Intro and review of CSS, the ZenCSSgarden approach.

The 'Zen Garden' approach. Separating appearance from structure, using semantic markup. Browser development issues. Web 2.0 design guidelines. Hierarchy and the unstyled core document. Viewing CSS with WebDeveloper and Firebug in Firefox.

Week 2 CSS review continued. The Color Box Method.

The color box method of CSS. Review of CSS positioning and CSS syntax. Fixed-width 2 & 3 column layouts, page centering, good CSS practices. Accessibility. Doc type. CSS style sheets: internal/external.

Week 3 The Techno-theme Design Project

Adding background images, using image replacement. Selectors, advanced selectors.

Week 4

Fixed width round corner boxes. Examples of fluid [%] layouts, Review of floats. Content overflow.

Week 5

Using contextual selectors, inheritance & specificity. transparency/opacity, flexible scaling of images.

Week 6 The Decorated Page Project

Elastic layouts. relative font sizes [percent and em]. Max and min-width elements.

Week 7

Navigation elements: using lists and rollovers. Fixed positioned elements [not fixed-size]. Reset CSS.

Week 8

Fluid round corners boxes, sliding doors, tabbed navigation, angled layouts, stacking DIVS (z-layer)

Week 9 MIDTERM PORTFOLIO due. The Remapped Page Project

Remapping a page from another media source: print magazine, catalogue, etc. Create a structured document with appropriate semantic naming conventions. Create a design prototype in Photoshop or Illustrator, collect any additional images for the page. **Use of grids to structure your page.** Build your page using the color box method; create DIV containers and start CSS.

Week 10

the siFR technique for display fonts [v3 and v3]. Font Burner technique for display fonts.

Week 11

Alternate style sheets for screen sizes: 'adaptive layout'. SWF image replacement. Adobe Device Central.

Week 12 The Portfolio Project: horizontal page

Design a web portfolio [for all of your semester pages]. Horizontal navigation page design. CSS gallery examples using rollovers and lists.

Week 13

Multiple style sheets, styles for print, handheld, phone, video. I.E. Hacks and fixes: conditional comments, IE box model. Multi-browser tests.

Week 14 Remapped Page Project: implementing the design in CSS

Revise and test your pages on multiple browsers. Go further: CSS3 standards: multiple BG images, Advanced Layout Module. Style sheet switching.

Assignment Outline

Assignment sheets are given out each week. For previous weeks, go to the website.

week 1

PURCHASE BOOKS

download web tools and sample text, analyze the text for CSS nesting and diagram it.

week 2 Color boxes, CSS review

create a Color box layout using the core doc & **fixed** positioning

week 3 Techno-theme Design

add Techno background images to the Color Box layout & use IR.

week 4

exercise: make a fixed round corner box in CSS

week 5

add a transparent element

week 6 Decorated Page

new design, **elastic** positioning and EMs

week 7

use lists + rollovers

week 8

flexible round corners box

week 9 MIDTERM PORTFOLIO Remapped Page Project

creating the semantic HTML

week 10

finalize design, create DIV containers, start CSS

week 11

implement CSS make an adaptive layout version

week 12 Portfolio Project

design a portfolio page using horizontal CSS design

week 13

finalize design, create DIV containers, start CSS make a style sheet for print.

week 14

complete CSS and test

FINAL PRESENTATION

Final presentation is scheduled for Art 49540 exam date

Web Tools [Required downloads]

Web Developer add-on for Firefox: <http://addons.mozilla.org>
Firebug add-on for Firefox: <http://addons.mozilla.org>
TextWrangler <http://www.barebones.com/products/textwrangler/>
CSSzengarden text: <http://www.csszengarden.com/zengarden-sample.html>
<http://sprymedia.co.uk/>

Best CSS Web References

Techniques, tutorials: <http://www.smashingmagazine.com/category/css/>
Layout tutorials: http://www.maxdesign.com.au/presentation/page_layouts/
Menus, Galleries, layouts: <http://www.cssplay.col.uk>
HTML named colors: http://www.bigbaer.com/reference/colors/named_colors.html
A List Apart: weekly magazine on web design + CSS <http://www.alistapart.com/stories/>
CSS and HTML reference: http://www.w3schools.com/css/css_examples.asp
CSS crib sheet: <http://www.mezzoblue.com/css/cribsheet/>
HTML & CSS best practices: <http://www.htmldog.com/examples/>
Webstandards references <http://www.webstandards.org/>
List of CSS tools <http://www.soxiam.com/Notes/CSSTools>
CSS Positioning in 10 Steps <http://www.barelyfitz.com/screencast/html-training/css/positioning/>
CSS property reference, FAQs, selectors: <http://www.blooberry.com/indexdot/css/index.html>
Multi-browser tests <http://v04.browsershots.org/>

Other CSS Resources & References

CSS & web links. <http://www.alvit.de/handbook/>.
CSS & web links. <http://www.dexwozhere.com/links.html>
CSS & web links. <http://www.wpdof.com/wpdres.htm>.
Tutorials and reference. http://www.westciv.com/style_master/house/index.html.
CSS resources. <http://www.ericmeyeroncss.com/links/resources.html>.
CSS resources. <http://cssvault.com/resources.php>.
CSS resources and links. <http://meyerweb.com/eric/css/edge/>
CSS resources and links. http://www.cbcl.com/style_sheets/.
CSS Help Pile [great list of CSS links] <http://www.artypapers.com/csshelpile/>
Web Development bookmarks [scripts] <http://www.squarefree.com/bookmarklets/webdevel.html>

Sample Layouts

<http://www.stylegala.com/>
<http://www.dynamicdrive.com/style/layouts/category/C11/>
<http://intensivstation.ch/en/templates/>
<http://www.inknoise.com/experimental/layoutomatic.php>.
<http://tools.i-use.it/details.aspx>
<http://www.positioniseverything.net/articles/onetruelayout/>
<http://www.glish.com/css/>.
<http://www.barelyfitz.com/screencast/html-training/css/positioning/>
<http://coda.co.za/archive/20050616/17:11:16>

Cheat Sheets

<http://cdburnerxp.se/htmlcheatsheet.pdf> [XHTML]
http://www.ilovejackdaniels.com/css_cheat_sheet.pdf
<http://lorelle.wordpress.com/2005/10/10/html-css-php-and-more-cheat-sheets/>

Site Examples, good design

www.andybudd.com/links/well_designed_css_sites/index.php
www.designshack.co.uk/index.php
www.webstandardsawards.com/
www.cssbeauty.com/
css-galleries.com/
www.webdesignfromscratch.com/current-style.cfm
www.wilk4.com/links/links2.htm

IE HACKS

see the online syllabus for links to IE hacks and fixes
[IE doesn't follow the W3 box model standards.]

Web site for the XHTML/Castro book:

www.cookwood.html/html6ed/

CSS Cheat Sheet Widget:

www.apple.com/downloads/dashboard/developer/csscheatsheet.html

See the class web page for links to other free tools

All work for this class is digital and posted to the server.

FINAL PORTFOLIOS will be hosted online for 4 semesters; you can use this as your web portfolio site

ONLY portfolio content can be maintained on these sites [you can add to your portfolio as you like]