

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 & weekly handouts are posted on the web site [Tuesday night] as PDF files: at: <http://www.annetteweintraub.com/courses/49540/49540.html>. Links and e-handouts are posted on LabShare in the folder 'to_students' organized by week.

Course Content

This course is an exploration of advanced CSS-based web design. Other topics 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, and experiment with type handling, scaling and layout.

Projects are organized in two or three-week units with CSS and themed topics. We use the ZenCSS core text for weeks 2-8. 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.

This course places equal emphasis on coding AND design. Students must use ORIGINAL art [photography and illustration] and pay close attention to the concept & execution of page designs.

Course Objectives

- To become familiar with the design history as it relates to web design
- To develop vocabulary for web design critique and use this terminology in oral and written briefs.
- To develop superior skills in design, imaging and typography and apply these skills to creative projects in web design.
- To analyze problems, develop 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 [Purchase textbook and bring to class by week 2]

CSS the Missing Manual, 2nd Edition, David McFarland, Pogue Press, 2009.

See page 3 for free web tools to download

Materials: USB drive, 1GB + backup media. Lab fee includes USB drives, DVDs [given out around mid-semester]; students also receive 2 years of web site hosting as part of the lab fee.

Recommended Texts

Transcending CSS, Andy Clarke, New Riders, 2006. [good info on CSS3]
uptospeed, Photoshop CS4, Willmore, Peachpit Press, 2009. [or Blatner's *Real World Photoshop*]
Handcrafted CSS, More Bulletproof Web Design, Dan Cederholm, New Riders, 2009.

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 is now also 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 Zen document. Viewing CSS with WebDeveloper and Firebug in Firefox.

Week 2 CSS review continued. The Color Box Method.

The color box method. 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 Retro Themed Design Project

Adding background images. Image Replacement. Selectors, borders, color models.

Week 4

CSS3 and CSS2 rounded corners boxes, drop shadow. Fluid [%] layouts. Content overflow. Float review

Week 5

Contextual/advanced selectors. CSS3 drop cap, first-line, generated text. More on rounded corners boxes. Inheritance & specificity. CSS3 opacity. Flexible scaling of images.

Week 6 The Neighborhood Documentary Project

Elastic layouts. relative font sizes [pixel, percent and em]. Monitor resolution and sizing. Fluid/expanding images. Max and min-width elements.

Week 7

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

Week 8

CSS rounded corners box [sliding doors]. Angled layouts, stacking DIVS (z-layer)

Week 9 MIDTERM PORTFOLIO due. 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. Build your page using the color box method; create DIV containers and start CSS.

Grids for page layout. Lightbox alternatives for galleries [lightview, fancybox, slimbox2]. Photoshop mock-ups.

Week 10

Font replacement techniques: Cufón, CSS3 @font-face, siFR [v2]

Week 11

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

Week 12 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

Google browser size tool, review of good practices

Week 13

Multiple style sheets, styles for print, handheld, phone, video. Designing for mobile phones, iPhone web pagesml I.E. Hacks and fixes: conditional comments, IE box model. Multi-browser tests. Adobe Device Central.

Week 14 Revise and test your pages on multiple browsers.

Go further: CSS3 standards: multiple BG images, Advanced Layout Module. Style sheet switching. What's next for the web, HTML 5, video and audio (Vorbis VLC media playe and Ogg encoder)

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 Retro Themed Design

add 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 Neighborhood Documentary Page: new design, elastic positioning and EMs

Week 7

use lists + rollovers

Week 8

flexible round corners box

Week 9 MIDTERM PORTFOLIO

Portfolio Project: design a portfolio page in horizontal format

Week 10

finalize design, create DIV containers, start CSS

Week 11

implement CSS make an adaptive layout version

Week 12 Remapped Page Project

Adapt design of a print page, creating the semantic HTML

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 addon for Firefox: <http://addons.mozilla.org>

Firebug addon for Firefox: <http://addons.mozilla.org>

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

CSSzengarden text: <http://www.csszengarden.com/zengarden-sample.html>

GRID : <http://sprymedia.co.uk/article/Grid>

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

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

Best CSS Web References [class links for the semester are on the LabShare server]

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/>

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.wpdfe.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/csshelppile/>

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://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](http://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](http://www.apple.com/downloads/dashboard/developer/csscheatsheet.html)

See the class web page for links

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

FINAL PORTFOLIOS will be hosted online for 2 years after the class ends; you can use this as your web portfolio site

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