

# Web Design

**This advanced course covers graphic design concepts and technologies. Concentration will be placed on theories of interactivity, and the use of multimedia computer applications to design interactive web media. Each student will be responsible for creating and posting their own web site in order to receive course credit.**

## **ART-277-BAS01 (32158) Web Design ( 3.0 Units )**

**Class Meets Monday 8:50AM- 11:30AM, McEntegart Hall Library, Room 203**

**Class Dates 08/31/2015-12/21/2015**

### **Important Dates**

Sep. 7 (Mon.) Labor Day (No Classes)

Sep. 21 Last day to opt to take courses on Pass/No Credit Basis

Oct. 11 -13 Holiday - Columbus Day. (No Classes)

Oct. 26 Last day to withdraw from classes

Nov. 26-29 Thanksgiving Recess

December 21<sup>st</sup> – Last Day of Class

**Instructor Niki Selken: [nselken@sjcny.edu](mailto:nselken@sjcny.edu) or [nikiselken@gmail.com](mailto:nikiselken@gmail.com)**

**Optional Course Textbook: Digital Foundations: Intro to Media Design with the Adobe Creative Suite 1st Edition, Publisher: New Riders; 1 edition** *(no need to purchase if you want to use the web version)*

**Textbook Website: <http://wiki.digital-foundations.net/>**

### **Grading**

Student performance will be evaluated based upon the following criteria:

**10 Assignments: 100 points each= 1000 Points**

**Midterm: 200 Points: Placeholder page, site set-up, due week 6**

**Capstone: 400 Points:** *Site Design: UX, Content, Assets and Home Page Site Design, due week 10*

**Final: 300 Points :** *Site Development: Final completed website online, due week 14*

**Participation: 100 Points**

Grade equals points earned against possible 1900 points

### **Cheating and Plagiarism**

Instructors at St. Joseph's College routinely use the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism. The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion.

### **Academic Accommodations**

St. Joseph's College, in accordance with the Americans with Disabilities Act, provides assistance and resources for students with disabilities. If you have a documented disability - physical, psychological, medical, or learning - which may impact your academic learning, please contact Kris Percival, Director of the Academic Center. Kris can be contacted at McEntegart Hall, Room 306, 718.940.5859, or [kpercival@sjcny.edu](mailto:kpercival@sjcny.edu). This office will assist you in getting appropriate accommodations at the College and in the classroom. All information will be kept confidential and private. Students should also work with their instructor to make arrangements if they require accommodations for test taking, carrying out assignments, or other academic needs.

### **Student Conduct**

No student may interfere with a student's opportunity to learn. Please refrain from using cell phones during lecture or lab work unless expressly allowed to do so by the instructor for design research or testing. Any behavior that interferes with the progress of this class will not be

tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the School Dean.

### **Due Dates and Late Work**

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

### **Guest Speaker(s) and Event(s): To be announced**

### **Materials**

Register a Domain name and choose ISP at [wordpress.org](http://wordpress.org) (Dreamhost or Bluehost are my recommended Hosting companies. Hosting costs \$48 and up for a website and Domain name that will last for one year). There are no other costs associated with this course.

*The instructor of this course reserves the right to modify this outline and change the schedule. This course combines lecture on design method with practicum lab experience.*

### **Week 1 | Introduction & Design Research**

Introduction and Overview of Course. Review of student responsibilities, syllabus, and overview. Introduction to vocabulary, introduction to the course content.

**Lesson:** Getting Started, How does the web work, Domain Name Registration, ISP Selection

**Assign:** Register a Domain name and choose ISP at [wordpress.org](http://wordpress.org) – (Dreamhost or Bluehost are my recommended Hosting companies. Hosting costs \$48 and up for a website and Domain name that will last for one year). Complete Research & Personal Site/ Portfolio or other topic Preparation Worksheet.

### **Week 2 | 9/7 – Labor Day, no class**

### **Week 3 | Site Prep Work**

**Critique:** Research & Personal Site/Portfolio or other topic Preparation Worksheets.

**Assign:** Site Concepts, Positioning and Set Goals

**Due:** Domain name registration and hosting and research

## **Week 4 | Website Branding and Logo**

**Critique:** Site Concepts, Positioning and Set Goals

**Lesson:** Understanding the importance of branding for consistency. Review online examples of excellence in branding; discuss what makes a great identity. What are the components of an identity system? How does research play an important role in creating a brand? Logo design and development.

**Assign:** 1. Logo Thumbnails. 2. Screen shots of existing site, if any. 3. Begin digital mood board using Pinterest.

**Due:** Site Concepts, Positioning and Set Goals

## **Week 5 | Color Palate and Brand Guide**

**Critique:** Logo Thumbnails and Mood Boards

**Lab:** Logo and Brand Guidelines Creation with Adobe Illustrator

**Assign:** Logo and Brand Guidelines

**Due:** 1. Logo Thumbnails. 2. Screen shots of existing site, if any. 3. Pinterest board.

## **Week 6 | Placeholder Page and Wordpress Install**

**Critique:** Logo and Brand Guidelines

**Lab:** Using Wordpress to set-up site, create and post a Placeholder/Under Construction Page on your new site. Also, adding Google Analytics to your sites.

**Midterm:** Make Live Placeholder Page using Wordpress and Google Analytics.

**Due:** Logo and Brand Guidelines

## **Week 7 | 10/12 – Columbus Day, no class**

## **Week 8 | Wireframes & UX**

**Lesson:** Home Page and Sub Page Navigation. Planning Usable Navigation Online. Wireframes and User experience models. Web site usability and planning.

**Assign:** UX & Wireframes

**Midterm Due**

## **Week 9 | Content Production**

**Critique:** UX Assignment

**Lab:** Prepare final portfolio pieces for digital presentation

**Assign:** Finalize all content & Templates

**Due:** Wireframes

### **Week 10 | Comps of Web Design**

**Lab:** Using Photoshop or Illustrator to visualize the site. Save for web and slicing demonstration.

**Assign:** Design 3 distinct Homepage Versions in Photoshop or Illustrator according to your proposed Wordpress template, style guide and UX. (.psd or .ai).

**Due:** Content in document form & Template Installed.

### **Week 11 | Landing Page Design**

**Critique:** 3 Homepage Designs

**Lab:** Home Page Design Refinement

**Capstone:** Homepage Design Round 2 + refined UX, content and assets

**Due:** 3 Homepage Designs

### **Week 12 | Capstone Critique and Secondary Pages**

**Critique:** Capstone: Final Homepage Design

**Lab:** Secondary Page Design

**Assign:** Secondary Page Design

**Due:** Capstone

### **Week 13 | Website Implementation**

**Critique:** Secondary Page Design

**Lab:** Site Development, customizing code, using plugins

**Assign:** Site Development

**Due:** Secondary Page Progress

### **Week 14 | Website Implementation**

**Lab:** Site Development Continued

**Assign:** Site Development

**Due:** Secondary Page Progress

### **Week 15 | Usability Testing & Data Collection**

**Guest Lecture TBD**

**Lab:** Usability Testing, Marketing your site, SEO, Working with Google Analytics to improve site.

**Assign:** Usability Analysis

**Due:** Final Site is online

### **Week 16 | Usability Testing & Presentation Prep**

**Lab:** Usability Testing continued and Presentation Prep

**Assign:** Website Presentation

**Due:** Usability Analysis

**Week 17 | Final Exam Presentation of Final Project**

Presentation of Live Website