Syllabus

Course Info
Designing for the Web and Devices 2
7100:282-801
Spring 2011
Tuesday/Thursday 5:20 - 8:00pm
Folk 148
Final Exam Time: Thursday, May 5, 6:00 - 7:55pm

Catalog Description
Building on knowledge from Web 1 students will review Information Architecture, dynamic web design within the MAMP (MAC, APACHE, MYSQL , PHP) environment, custom hosted for web distribution on computer screens and handheld devices.

Full Description
The student will build on knowledge learned in Designing for the Web and Devices 1 in furthering a complete understanding of XHTML and CSS. An emphasis is placed on research and design. We will review Information Architecture as it pertains to graphic design for the web. MySQL and php will be introduced for dynamic delivery of web contents. Students will experience designing specific applications for web distribution on computer screens as well as small handheld devices.

Domain names, ISP's and transferring and developing on an active server through ftp programs is discussed in preparation for clients. A primary goal is for each student to have and maintain a personal web site throughout the course. This site will be a launching pad for the students continued online presence. This course requires to obtain and host a personal domain name.

This is a 50% Lecture and 50% Lab Class. Students should expect equal time of lecture and open labs. During open labs (dates listed on the schedule) students are expected to come prepared with project materials to work on in class. Lectures could be comprised of lecture, presentations, discussions or critiques.

Students are required to spend an additional ***5 hours per week*** on development of projects ***outside of class time***.

Course Objectives
- · basics of Information Architectural for site planning and organization
- · XHTML and CSS for dynamic web structure
- · MySQL and simple SQL commands
- · intro to dynamic web architecture within the php language (open source)
- · Domain name, ISP and working with active server files.
- · Understanding the uses of scripting, programming
- · Small screen considerations

Prerequisites:
1) 7100:281-801 - Designing for the Web and Devices 1
2) The ability to:
   · design and develop web pages and sites using standard, acceptable and appropriate XHTML and CSS
   · publish files and sites to a server for public view
3) And have a:
   · thorough working knowledge of Adobe Photoshop/Fireworks/Illustrator for web image/graphic generation
   · working knowledge of Adobe Dreamweaver for web page template creation; web site structure, organization, maintenance and integration with Photoshop/Fireworks/Illustrator
   · knowledge of Dreamweaver for page, link and site management

Required Supply List
· removable flash, jump drive or USB transfer drive, 2GB minimally
· sketchbook, wirebound, 5x7 or 7x10
-personal domian name, hosted within an exceptable dynamic environment
(custom solutions accepted)

Highly Suggested
· digital still camera, 6mpxl minimally

Required Reading
· There are no required texts.

Online Resources
http://www.w3.org/
http://w3schools.com/
http://www.useit.com/
http://www.webstandards.org/
http://webprofessionals.org/
http://www.iainstitute.org/
http://www.ixda.org/
http://www.lynda.com
Atomic Learning at http://zipline.uakron.edu
Dreamweaver Support Center at: http://www.adobe.com/support/dreamweaver/

Suggested Reading
Building Findable Websites: Web Standards SEO and Beyond
Aarron Walter
New Riders Press, February 23, 2008
ISBN-10: 0321526287

Mastering Integrated HTML and CSS
Virginia DeBolt
Sybex, February 20, 2007
ISBN-10: 047009754X

An Introduction to Web Design and Programming
Paul S. Wang, Sanda Katila
Course Technology/Cengage Learning, October 3, 2003
ISBN-10: 0534395287

HTML and CSS Web Standards Solutions A Web Standardistas' Approach
Christopher Murphy, Nicklas Persson
Apress, December 24 2008
ISBN: 978-1-43021-606-3

Designing With Web Standards, Second Edition
Jeffrey Zeldman
Peachpit Press, July 06, 2006
ISBN-10: 0-321-38555-1

Transcending CSS: The Fine Art of Web Design
Andy Clarke, Molly E. Holzschlag, Dave Shea
New Riders, November 15, 2006
ISBN-10: 0-321-41097-1

<designing web graphics.3>
Lynda Weinman
New Riders, March 1999
ISBN: 1-56205-949-1

Learning PHP, MySQL, and JavaScript:
A Step-By-Step Guide to Creating Dynamic Websites
Robin Nixon
O'Reilly Media
ISBN: 978-0596157135

Course Web Site - http://markusvogl.com/web2
Course Materials will be provided through download
All projects need to be hosted and presented via your personal URL.

Projects
The class is comprised of a total of fifteen blog posts and five projects. Each student is required to maintain their own site. This site is to be updated and kept recent throughout the entire semester. All projects will be turned in through Springboard and posted to your individual web sites for download. You will also keep a blog which is linked through your web site and updated every week.

Grading
The final grade is based on the following:

blog 1 =	10pts
blog 2 =	10pts
blog 3 =	10pts
blog 4 =	10pts
blog 5 =	10pts
blog 6 =	10pts
blog 7 =	10pts
blog 8 =	10pts
blog 9 =	10pts
blog 10 =	10pts
blog 11 =	10pts
blog 12 =	10pts
blog 13 =	10pts
blog 14 =	10pts
project 1 =	160pts
project 2 =	200pts
project 3 =	300pts
project 4 =	200pts
TOTAL =	**1000pts**

Resubmissions
Unless otherwise noted, project resubmissions will be accepted up to the final Instructional day of the semester (04/28/2010). No late submissions will be accepted after this date.

Grading and School of Art Policy

Criteria

Grades are the result of three major areas of evaluation: process, realization, and professionalism. These categories are further broken down and defined for evaluation as follows:

Process:

- Research, Are the research methods used by the students effectively chosen and implemented to arrive at successful solutions in design problems, and do they cover all aspects of the problem, including historical background and functional concerns?
- Exploration, Is the problem exploration both convergent and divergent, has the student exceeded personal taste barriers and expectations in their process?
- Concept, Are concepts inventive and appropriate, and do they satisfy the objectives of a stated visual problem?

Realization:

- Visual organization, Are all syntactic concerns, such as form, composition, and visual hierarchy, clearly and effectively articulated?
- Communication, Does the solution to the problem present an appropriate message, and does the form of the message resonate with the indented audience?
- Color, Does the application of color support the message, satisfy aesthetic and emotive concerns? Does the use of color show evidence of an understanding of color theory?
- Craft, Does the project reflect the appropriate use of tools, techniques and knowledge of the tools used to create all parts of the project and is it presented in a professional and prepared manner?

Professionalism:

- Attendance, Was the student in class and punctual? (3 absences equal an automatic drop of half a grade, abences therafter will be reviewed on case by case basis)
- Attitude, Was the student's demeanor professional?
- Verbal articulation, Was the student able to critically address his or her work orally and respond to concepts discussed in class or in assigned readings?
- Written articulation, Was the student able to write critically about graphic design and write about concepts discussed in class.
- Participation, Did the student actively engage in a community of learning through contributions in critiques, discussions and projects?