GDes 2342, Sections 1, 2 and 3 <web design>
Spring Semester 2020
MW, 8:30 - 10:25 a.m. (155 Peters Hall) and 3:00-4:55 p.m. (144 McNeal Hall)
TTh, 8:30-10:25 a.m. (144 McNeal Hall)
3 credits

<coursedescription>
The world's most celebrated personal computer, the Apple Macintosh, was introduced more than 30 years ago in January of 1984. Every decade since has witnessed revolutionary paradigm shifts in the hardware and software that enables graphic designers to create visual content. Today, the practice of graphic design is increasingly focused around web design, digital devices and the computers that make it possible. And web design is an integral part of graphic design student's education, even if the student considers him- or herself a “print designer”. So, where do you fit in this digitally connected world as a 21st century graphic designer?

With that in mind, this course is intended as an introduction to the fundamentals of web design and prototyping for websites. Students gain experience using industry standard software and writing HTML5 and CSS3 to design web pages with a code editor, such as Webstorm. Additionally, students learn prototyping basics using Figma and Adobe XD, applications built specifically for quickly producing clickable prototypes. Further emphasis is placed on the introduction of the user-centered – or user experience (UX) – design process, such as developing mission statements, user and business/organization goals, and usability testing to name a few.

<courseprerequisites>
The prerequisites for this course are GDes 1311, 1312, and 1315, design minor, or instructor permission. Also, students should be proficient in the Adobe CS, including InDesign, Illustrator and Photoshop. This course may be taken the same semester as the Graphic Design portfolio review.

<courseobjectives>
• Gain proficient knowledge in HTML5 and CSS3
• Learn the basic concepts of user experience (UX) or user-centered design, and user interface (UI) design
• Practice the design process specific to web design (research, wireframing, prototyping, presentation, etc.)
• Use critique as constructive conversation to help further refine formal solutions
• Apply knowledge and skills from prerequisite classes
• Build on critical visual thinking skills learned in print-based courses

<studentlearningoutcomes>
1. Can identify, define, and solve problems
The main problems to be identified, defined, and solved when creating a website are as follows:

Visual
• Apply design elements and principles (e.g., line, color, form, texture, balance, rhythm, Gestalt, typography, and overall unity)
• Apply the principles of user interface (UI) and user experience (UX) design
Communicate the identity and objectives of an organization
Communicate the key tasks a user can accomplish

Technical
Use related software, including programs from Adobe CC (including Adobe XD), Webstorm, and Figma.
Plan and construct custom interactions with CSS3 (e.g. simple slideshows, transitions and animations, etc.).

Technical also for web
Mark text for HTML5 and style text and objects with CSS3.
Design the site for standards-compliant browsers, such as Chrome, Firefox and Safari.
Construct informational architecture and wireframes to plan how the user will access the contents of a website.
Apply usability testing to website and edit the feasibility and accessibility of a website before coding.
Apply some fundamental accessibility principles.

2. Can communicate effectively
Create designs that communicate the identity and goals of the selected businesses or organizations, as well as meet the needs of users.
Participate in written and spoken critiques, as well as present the completed projects to the class and to your group.

<grading breakdown>
- 25% fixed website redesign designed for standard desktop monitor and laptop screen
- 20% HTML5 and CSS3 exercises
- 20% mobile/tablet clickable prototype
- 15% final project
- 10% website moodboard
- 5% tutorial demos (individual or in pairs)
- 5% short quizzes
- 10% attendance (see Attendance for details)

<grading late work>
The student is required to complete all course assignments on time; that is, each assignment is to be finished on the day it is due, unless specified otherwise. Some assignments will be due at the beginning of class and others at the end of class. Work turned in during the next class period will be marked down a full letter grade. If a student has a scheduling conflict with an assignment due date, please speak to the instructor before the due date about alternative ways to meet the course requirements.

<extra credit>
No extra credit will be given.
<required readings>
3wschools and other online readings as assigned.

<optional readings>

<other required materials>
- Sketchbook or notebook (whatever you already have on hand)
- Adobe CC, including Adobe XD
- Free text editor, e.g., Webstorm (see link under Week 1)
- Free prototyping application, e.g., Figma (see link under Week 1)
- Three current browsers: Chrome, Firefox and Safari
- A place to remotely host your pages, e.g., GitHub. We will also use FileZilla for illustrative purposes. Both are open source applications (see link under Week 1)

<format for the course>
This is a 3-credit course that meets twice each week during the semester. Class time consists of lecture, demos, discussions, critiques, exercises, and studio work time. Work is completed in and out of class.

<classroom environment>
Classroom is a time for individual and collaborative productivity. You should be respectful of your peers and be attentive in all classroom activities and discussions. This means no phone use, texting, or headphones/earbuds during lectures, class discussions and critiques.

<required equipment/software>
Students are required to have an updated subscription to the Adobe Creative Cloud; specifically, access to Adobe InDesign, Illustrator Photoshop, and XD are crucial. In addition, a basic text editor for coding is necessary. There are many good options that are free to use (they usually require setting up a free account, and in some cases ask for student status verification). Consider using Webstorm by Jetstream.

You must also have up-to-date web browsers that can inspect HTML and CSS elements; these include Chrome and Firefox. Also, make certain you have the latest version of Safari.

Please bring your own laptops to class. The projects in this class demand careful file management, and constant transfer between computers might risk file corruption. You must have a remote web host for the pages you produce in Webstorm. Please use the U of M’s Github.
Also make sure that you have FTP software such as Filezilla.
Lastly, sign up for a free online Figma account, a prototyping software.

<technology is unreliable>
We live in an electronic age. Take the following steps to prepare for equipment failure: 1.) Save your work often, such as every 15 minutes; 2.) Create a back-up disk of your work; 3.) Keep the back-up disk current; 4.) Do not misplace the back-up disk; and 5.) Do not wait until the last minute to post your work, upload your files, or print your work.

<note on critique>
Critique is a time during class where useful input to improve work is given. Be as objective and as specific as possible. Each student is highly encouraged to practice being as specific as possible and avoid vague and subjective statements such as: “I like…” or “I don’t like…” or “…is good” or “could be better”, etc.

<release of work>
Students understand that enrollment in this course grants consent for their work to be selected for inclusion or college or departmental publications (online and print). Your instructor may select to use your work to represent his/her skills via teaching portfolio (online and print).

<participation and attendance policy>
Participation and attendance are essential in a studio course and are worth 10% of your final grade. You are allowed one unexcused absence without penalty. Three unexcused absences results in a 10% reduction of your final grade.
Five or more unexcused absences may result in a failing grade. Being on time and staying for the duration of the class counts toward participation. Also, consistently arriving late and leaving before class is dismissed will result in a reduction of your participation and attendance points. For instance, three tardies will result in one absence. Of course, issues beyond your control do occur. Excused absences include the following circumstances: illness, participation in intercollegiate athletic events (not intramural), subpoenas, jury duty, military service, bereavement, and religious observances. Any circumstance that you believe falls under the excused absence category must be verified by presenting the instructor with documentation (e.g., a note from your doctor) that gives the date(s) for which you should be excused (the details of the circumstance do not need to be explained). Students are responsible for information covered during any missed class session and are to acquire this information from a fellow classmate.

<late assignments>
Late work is better than no work; however, points will be deducted. There are two deadlines. Most work is due on Saturdays at 11:59 p.m. Late submissions are accepted through Mondays at 11:59. Due dates for final assignments follow official final examination schedules. For those requirement additional time due to disability services, please check with the instructor regarding your individual circumstances.
<incompletes>
An incomplete will not be given for this course unless there is a medical emergency or other extraordinary circumstance that can be verified and deemed reasonable by the instructor. If such an emergency occurs, please notify the instructor as soon as possible. To receive an incomplete, both the student and the instructor must sign a formal contract outlining what needs to be done in order to remove the incomplete. The incomplete must be completed satisfactorily by the end of the following semester or the University automatically turns the incomplete into a failing grade. Lastly, approximately 75% of the course should be completed at the time the incomplete is requested.

<class cancellation>
If it is necessary to cancel class, I will notify you by text message (if you provide your number) or email; the college office will also post a notice on the classroom door. In the event of class cancellation, consult the Canvas for posted information. Often, due to winter weather conditions, morning classes may begin late or be canceled. Please make certain to check your email before departing for class; if a mobile number is provided, a text message will be sent as well.

<class schedule>
Please see the Canvas site for a class schedule. This will be posted by the second class session.