GDes 2342.01  <web design>
Spring Semester 2018
M and W, 3:00-4:55p.m.
316 McNeal Hall
3 credits

<course description>
The world's most celebrated personal computer, the Apple Macintosh, was introduced more than 30 years ago in January of 1984. Since, every decade has witnessed revolutionary paradigm shifts in the software and hardware that enables graphic designers to create visual content. Today, graphic design as we know it is increasingly focused around web design, digital devices and the computers that make it possible. And web design is an integral part of a 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 software and writing HTML5 and CSS3 to design web pages. Additionally, students learn prototyping basics using Sketch and Axure, a sophisticated application built specifically for the purpose of quickly producing clickable, HTML5/CSS3 compliant prototypes. Additional emphasis is placed on the introduction of the user-centered design process, including usability testing.

<course prerequisites>
The prerequisites for this course are GDes 1311, 1312, and 1315, or a design minor. Also, students should be proficient in the Adobe CS, including InDesign, Illustrator and Photoshop. This course may be taken the same semester a student plans to participate in portfolio review.

<course objectives>
• Gain proficient knowledge in HTML5 and CSS3.
• Learn the basic concepts of user-centered design.
• Practice the design process (research, ideation, prototyping, presentation, etc.).
• Use critique as constructive conversation to help further refine formal solutions.
• Apply knowledge and skills from prerequisite classes to explore their applications.
• Emphasize making and critical visual thinking.

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

Visual
• Communicate the identity and goals of an organization
• Communicate the key tasks a user can accomplish
• Apply design elements and principles (e.g., color, imagery, space, typography, writing, navigation, and overall unity)
• Apply the principles of user interface design

Technical
• Use related software, including programs from Adobe CC, Webstorm, Atom, or other text editors, and prototyping software such as Axure.
• Plan and construct custom interactions with CSS3 (e.g. simple slideshows and anima-
Technical also for web

- Mark text for HTML5 and style texts 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 products that communicate the identity and goals of the sponsoring organizations, as well as meet the needs of users.
- Participate in written and spoken critiques, as well as present the final web site to the class.

<grading breakdown>

- 20% HTML5 and CSS3 exercises
- 25% mobile, tablet clickable prototype or responsive site
- 45% fixed website redesign designed for monitor
- 10% participation and attendance
- NO FINAL EXAM

<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 text>


<supplemental texts>


<other required materials>

- Sketchbook or notebook (whatever you already have on hand)
- Adobe CS
- Free text editor, e.g., Webstorm, etc.
- Axure free student license
- Hosting service, e.g., 1and1.com, fatcow.com, etc. Make sure the plan they provide allows you to transfer your web files to your domain via FTP software, such as FileZilla or CyberDuck

<format for the course>

ageism, and other forms of bigotry are inappropriate forms of expression in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

<academic freedom and responsibility>

Academic freedom is the freedom, without institutional discipline or restraint, to discuss all relevant matters in the classroom, to explore all avenues of scholarship, research, and creative expression, and to speak or write on matters of public concern as well as on matters related to professional duties and the functioning of the University. Academic responsibility implies the faithful performance of professional duties and obligations, the recognition of the demands of the scholarly enterprise, and the candor to make it clear that when one is speaking on matters of public interest, one is not speaking for the institution. http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf.

<availability of disability and mental health services>

The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612-626-1333 (V/TTY) or ds@umn.edu. Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

Disability Services
80 McNamara
Minneapolis campus
612.266.1333
ds.umn.edu

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confi-
This is a 3-credit course that meets twice each week during the semester. Class is centered primarily on discussions and critique of work done inside and outside of class as well as lectures and in-class exercises.

<classroom environment>
Classroom is a time individual and collaborative productivity. You are expected to be respectful of the time of your peers and be attentive and 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 and Photoshop is 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. Other good editors include Sublime Text, Brackets, and Aptana.

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 webhost to present your web pages. So it is required that you purchase your own hosting service and domain name.

Also make sure that you have a FTP software such as Filezilla.

Lastly, apply for a free student license for Axure, a prototyping software.

(note on Dreamweaver)
Use of Dreamweaver is not allowed in this class. Dreamweaver, like many other third party software, adds many unnecessary features such as templates that promote bad design.

(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 we give useful input to improve the work of our peers. Whether any of us “like” the work from our classmates is irrelevant. So try to tailor your comments and suggestions to be as objective as possible.

Key questions might include:
“What is the work doing?”
“How is the work doing what it is doing?”
“What do we think the designer’s intention might have been?”
“What associations or references does the work call to mind?”

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.

dential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services.

Counseling/Consulting Services
199 Coffey Hall
St. Paul campus
612.624.3323,
uccs.umn.edu

(academic services)
If you would like additional help, please contact one of the offices listed below.

Center for Writing
10 Nicholson Hall
Minneapolis campus
612.626.7579
writing.umn.edu

Student Academic Success Service
340 Appleby Hall
Minneapolis campus
612.624.3323
sass.umn.edu

199 Coffey Hall
St. Paul campus
612.624.3323
sass.umn.edu
<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. Attendance will be taken for each class at or shortly after the start of each class. You are allowed two unexcused absences without penalty. Three unexcused absences results in a 5% reduction of your final grade. Five or more unexcused absences will 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. The instructor will be available to answer follow-up questions during scheduled office hours or during class time. No appointment is needed for office hours.

<late assignments>
Late work is better than no work; however, points will be deducted. Late assignments will be accepted until one week past the original due date.

<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.

<class cancellation>
If it’s necessary to cancel class, I will notify you by email; the college office will also post a notice on the classroom door. If you would like to be notified by text, please provide me with a phone number on your information sheet. In the event of class cancellation, consult the D2L for posted information.
<class schedule>
(subject to change)

Section One: HTML5 and CSS3 Bootcamp
01.17   Course introduction
01.22   HTML5 introduction
01.24   Linking, navigation, images, and media
01.29   Positioning I
01.31   Positioning II
02.05   SEO, CSS3 introduction

Section Two: Usability and Design
02.07   Introduction to web usability
02.12   Introduction to web design, wireframes
02.14   Work day and user testing
02.19   Work day and critiques
02.21   Work day and critiques
02.26   Introduction web development project
02.28   Demo and work day
03.05   Final work day for Project #1

Section Three: Responsive web design (prototyping with Axure)
03.07   Discuss and begin responsive web design
03.19   Work day and critiques
03.21   Work day and critiques
03.26   In-class assignment
03.28   In-class assignment
04.02   Begin final development of responsive web design
04.04   Work day: mobile development (prototyping only)
04.09   Work day: mobile development (prototyping only)
04.10   Work day: full site development
04.16   Work day: full site development
04.18   In-class assignment
04.23   In-class assignment
04.25   In-class assignment
12.13   Student presentations
05.02   Student presentations
05.09   All work must be picked up between 10:30 a.m. - 12:30 p.m.

<notes to self>