

COURSE SYLLABUS

Division: Business and Communications

Curriculum: Graphic Design and Illustration

Course title: Multi-Media I (Introduction to Adobe Dreamweaver CS4)

Course number: DES 251

Credits: 4

Lab hours: 33

Lecture hours: 22

Type of course: Occupational preparatory

Length of course: 11 weeks

Class size: 24

Prerequisites: Successful completion of the program through preceding quarter

Course description: The purpose of this course is to provide students with an introduction to the field of Web Design

Course outcomes: Upon completion of this course the students will:

- Understand the principles of web design and information architecture
- Identify the key components of User Interface design (UI) and user experience design (UX)
- Know how to construct and optimize graphics for placement in web pages
- Gain a basic understanding of HTML and Cascading Style Sheets (CSS)
- Successfully build basic web pages with Adobe Dreamweaver CS4
- Demonstrate how to upload web pages to a remote server
- Summarize and identify the steps in the web development process

Instructor: Erik Fadiman 206.356.2608 E-mail: efadiman@gmail.com

Text: Dreamweaver CS4 Digital Classroom Optional: Learn Adobe Dreamweaver CS4 by Video (Video2Brain)

You will find links to both of these on my website <http://www.erikfadiman.com/sccc>

Additional (online) reading will be assigned every week.

Methods of presentation: A combination of lecture, critique, and online resources

Small groups of students will be asked to discuss course concepts for later presentation to the class as a whole. Students will be asked to present and discuss their work in front of the class, as well as participate in class critiques.

ADA conformation: (Americans with Disabilities Act) If you need course adaptations or accommodations because of disability; if you have emergency medical information to share with me; or if need special arrangements in case the building must be evacuated; please make an appointment with me as soon as possible.

Syllabus developed by Erik Fadiman 9/2004; Modified, 9/2009

WEEKLY OUTLINE

DES 251 Fall 08: Introduction to Web Design. M/T 9am-2pm

Erik Fadiman | efadiman@gmail.com | cell: 206.356.2608 | office hours: by App't

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Weekly Topical Outline. This weekly outline is subject to change at any time.

Week 1: Sept. 28

Subject: Web Overview, XHTML/CSS, monitors, browsers, Usability, Accessibility, saving graphics for the web, file management.

In class: Setting up your personal website, setting up your folders for the quarter. Once you have set up your root folder, send me the link to your home page.

Project 1: Redesign an Existing Website.

Choose one of these three sites (below); look at competing sites, determine the demographics of it's user base, understand the needs of this particular business. Then decide if their website needs a refresh, a redesign, or a revolution. Determine it's Information Architecture, develop a comp in photoshop or Illustrator, slice it up into XHTML and CSS, make sure it validates, keep it under 200k.

You will be working on this project for the month of October.

<http://www.magnoliagarden.com/>

<http://www.superjocknjill.com/>

<http://www.tigermtteaco.com/>

Reading: DWCS4 Chap 1 and 2

Week 2: Oct 5/6

Subject: Principles of good interface design, Understanding the Dreamweaver Workspace, working with text, images, and links.

How CSS works with xhtml, the importance of the separation of Presentation and Content.

What's Due? Rough draft screen shot of project 1 posted to your website.

Reading: DWCS4 Chap 3

Week 3: Oct 12/13 No class...I'm out of Town. Extra class session to be announced

Subject: Dreamweaver's Image Editing Tools, Photoshop Smart Objects

What's Due? Second draft screen shot of project 1, posted to your website.

Reading: DWCS4 Chap 4

Week 4: Oct 19/20

Subject: Understanding Div tags for Layout, the CSS Box model

What's Due? An un-styled, valid xhtml document without any images or CSS.

Reading: DWCS4 Chap 5

Week 5: Oct 26/7

Subject: Lists for Navigation, More CSS Box Model Understanding

What's Due? Rough layout of Project 1 (xhtml +CSS)

Reading: DWCS4 Chap 6

Week 6: Nov 2/3

Subject: Information Architecture, Site planning, external CSS Files. Begin Project 2

What's Due? Final Layout of Project 1 (xhtml + CSS)

Reading: DWCS4 Chap 7

Project 2: Designing a Website for a New Business

You will be given a creative brief for a new business that will need a website with approximately 20 pages. You will need to create a site map, a branding solution, and a visual layout. You will only need to build 3 pages of the site and an external .css file. You will need to justify your page file size based on the needs of your client. Your pages must contain valid xhtml and CSS and must be tested across multiple browsers. Your project should show a solid understanding of User Interface (UI) and User Experience (UX) design, as well as emerging trends in web design. You will be working on this project for the month of November.

You may work on this alone or with a partner, whichever helps you learn the material. Working with a partner does not mean half as much work; it means your finished project should be twice as good.

Week 7: Nov 9/10

Subject: CSS Positioning, AP Divs for Layout

What's Due? Project 2, site map and rough draft

Reading: DWCS4 Chap 8

Week 8: Nov 16/17

Subject: Inserting Flash and Video

What's Due? Project 2, second draft

Reading: DWCS4 Chap 9-10

Week 9: Nov 23/24

Subject: Reusable Content: Assets, Library Items, Templates

What's Due? Project 2, third draft

Week 10: Nov 30/Dec 1

Subject: Working with Spry Assets

What's Due: Project 2 final

Begin Project 3: CSS ZEN GARDEN.

Download the sample HTML and CSS files from csszengarden.com. Redesign the page any way you wish by only modifying the CSS file. DO NOT ALTER THE HTML. Do whatever you want. Keep it under 300k. Have fun with it.

Week 11: Dec 7/8

Subject: Working in Small groups and 1+1

What's Due? ZENGARDEN, rough draft

Finals Week (TBA)

What's Due? ZENGARDEN FINAL

Grading and Attendance:

Critique begins at 9:00 am. This means your work is viewable on the web, ready to go, at 9:00 AM.

Three absences in one class will result in a 0.0 final grade. An absence will be recorded for every two tardies in a class. Students doing other work in a class, unless approved by the instructor, will be considered absent from the class. Participation, professional attitude, performance and attendance are all factors that determine your grade. Assignments are due at the date and time specified. I will not accept late assignments and they will earn a score of "ZERO". I will grant an extension if you notify me before it is due.

Assignments late for critique will not be included in the critique of the day.

Status reports and comments on your work will arrive by e-mail, approximately every 2 weeks.

ATTENDANCE + PARTICIPATION: 10 POINTS

PROJECT 1 30 POINTS

PROJECT 2 30 POINTS

PROJECT 3 30 POINTS