

Art 277 Introduction to Web Design

[2-4:45pm] M,W
Wyllie Hall, D150M

Instructor: Tao Chen
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Office Hour: 1-2pm M,W,
10-11am Tu, Th

❖ Objective

To develop the skills for preparing images used for web design. And to develop the basic skills necessary to create and maintain a web site. In this class, Adobe Dreamweaver CS5 is used as the primary application.

❖ Grading

Grades are decided based on the aesthetic considerations and quality of the project, the amount of effort put forth on the project, the daily participation in working on the project and understanding of the computer. Usually for each project, sketch review takes 10% of the total points; your presentation during the critique takes 10%.

❖ assignment 1 — 10% — Due: 02/14 (M)	❖ assignment 3 — 8% — Due: 04/11 (M)	} Total: 100%
❖ assignment 2 — 12% — Due: 02/23 (W)	❖ project 1 — 25% — Due: 03/23 (W)	
❖ 3 in class assignments — 15% (each 5%)	❖ final project — 30% — Due: 05/04 (W)	

Grades will be as follows:	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
	100-94	93-91	90-88	84-87	83-81	80-78	77-74	73-71	70-68	67-64	63-61	60 or less

❖ Required Materials

USB flash drive with at least 256 MB capacity (after each class, students need to save their documents into USB flash drive or other external hard drives. It's the students' responsibility to keep their own files); a medium-sized sketch book, several pencils and an eraser. Other supplies may be specified by the instructor as needed.

Suggested Reading: **Adobe Dreamweaver CS5 Classroom in a Book** ISBN-10: 0321701771

❖ Tentative Schedule

W1			W9	03/21	M	work day for project 1	
	01/19	W		introduction	03/23	W	project 1 critique
W2	01/24	M	● navigation bar (spry menu) ☆	W10	03/28	M	● form, A3 work in class ☆
	01/26	W	● creating CSS layout		03/30	W	● formatting text by CSS, A3 work in class
W3	01/31	M	CSS layout exercise ☆	W11	04/04	M	A3 work in class
	02/02	W	● building multi- web pages		04/06	W	● intro to final project
W4	02/07	M	A1- 3page website (work in class)	W12	04/11	M	● iframes; final project sketches review
	02/09	W	● rollovers and swap images		04/13	W	work day for final project
W5	02/14	M	A2 work in class	W13	04/18	M	● adding multimedia
	02/16	W	A2 work in class		04/20	W	in-process critique
W6	02/21	M	● intro to project1; spry tabbed panels	W14	04/25	M	work day for final project
	02/23	W	project1 sketches review; site planning		04/27	W	work day for final project
W7	02/28	M	work day for project 1	W15	05/02	M	uploading the site of final project
	03/02	W	work day for project 1		05/04	W	final critique
W8	03/07	M	work day for project 1				
	03/09	W	work day for project 1				

[additional info will be supplied when further necessity.]

❖ A1,2,3 refers to assignment 1,2,3 respectively

☆ in class exercise

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❖ Project Term

all projects are due at the beginning of the class period on the date set by the instructor. failure to meet a deadline will result in a grade of "f" unless the late work is due to an excused absence, defined as a university excuse or verifiable medical excuse. all projects must be properly and clearly identified.

❖ Attendance policy

+student is permitted a maximum of two unexcused absences.

+a third absence, even if excused, will result in the lowering of the student's final grade by one letter.

+fourth absences, even if excused, will result in the lowering of the student's final grade by one letter.

+fifth absences, even if excused, will result in the lowering of the student's final grade by one letter.

+nine absences, even if excused, which signifies that the student has missed approximately 33% of the class meetings, will reduce even an "a" average to an "f".

+an "f" grade is recorded for any missed work unless the student presents an excuse for the absence at the time he/she returns to class.

+no make-up work will be permitted without an excused absence. even with the excused absence, make-up work is permitted at the discretion of instructor. students should not assume such permission will be granted.

+no make-up work will be allowed once three class meetings have elapsed, counting from and including the date at which the student returns to class after absence.

+no make-up work will be conducted during the last week of classes.

+three tardies will convert one excused absence. a student coming in shortly after roll call is responsible for informing the instructor of his/ her attendance. their absence is converted to a tardy at the discretion of the instructor.

*an excused absence is defined as a University excuse or verifiable medical excuse. The instructor of the course has the final authority to determine the penalties for absences as it reflects a course's distinct needs.

❖ Special Needs

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disability Services in WYLL D175.

- ❖ The Art Department reserves the right to use reproductions of student work for promotional purposes, including the departmental website.

[Assignment 1] Due Date: Feb.14, Monday.

- ❖ Use the resources provided in class to create a 3-page web site, including one home page and 2 sub pages. In this assignment, the following technique skills are required:

1. Each page must use CSS layout;
2. You should build a few hyperlinks including internal, external and email link;
3. The spry menu and The text wrapping skills must be used must be used;
4. When you hand in this assignment, your site folder should contain 3 HTML files and the Spry Assets and images folder. You should name The final folder "your last named A1".

*** You will receive a more detailed description of this assignment When it is assigned.**

Example (the structure of the final web site folder)



[assignment 2] Due Date: Feb.23, Wednesday.

- ❖ Design one web page. The subject is open to anything you are interested in (some examples will be shown in class). The spry menu is required. You need to find a good way to incorporate the swap images within the page (such as building an interesting product gallery section, etc.). In order to make the entire page more finished looking, feel free to add graphics and texts matching your design. All the contents should be organized within CSS layout. When you hand in the final folder, please name the final folder "your last name_277 A2".

[assignment 3] Due Date: April 11, Monday.

- ❖ Design a survey or application form. All the form components introduced in class must be used. All the text on the form must be formatted by CSS. (some examples will be shown when the assignment is assigned.) When you hand in the final folder, please name the final folder "your last name_277 A3".

[project 1] Due Date: March 23, Wednesday.

- ❖ Design a small site for a restaurant. The entire web site should have at least 5 pages, including one homepage and 4 sub-pages.
- ❖ In this assignment, the following technique skills are required:
 1. On each page, you must use CSS layout;
 2. swap image and spry tabbed panels must be used;
 3. you should build a few hyperlinks including internal, external and email link;
 4. according to your design, please choose appropriate page margin and alignment for each page;
 5. when you hand in the final folder, the web site structure should be organized. And you should name your site folder "your last name_277 P1".*** you will receive a more detailed description of this project when it is assigned.**

[Final Project] Due Date: May 4, Wednesday.

- ❖ Design a web site for a business, your personal web site or anything you have interest. The entire web site should have at least 8 pages.
- ❖ In this project, the following technique skills are required:
 1. make a clean and organized site structure;
 2. CSS layout, Iframes, Spry Menu, Spry Tabbed Panel and other behavior techniques must be used;
 3. when you hand in the final folder, you should name it "your last name_277 Final".*** you will receive a more detailed description of this project when it is assigned.**