The Art Institute of New York City

11 Beach Street
New York, NY 10013

COURSE TITLE:	Web Design I		
COURSE NUMBER:	GD 260	Section:	
MCO PREPARED BY:		Date:	Revised: 10/10
INSTRUCTOR NAME:	Jamal Sullivan	Syllabus Prep. Date:	
CREDIT HOURS:	3		
COURSE LENGTH:	11 weeks		
CONTACT HOURS:	Lab: 22 Lecture: 22		
COURSE SCHEDULE:	Office Hours: Monday 4:00 – 6:00 PM 10:00 – 10:30 PM Thursday 11:00 AM – 1:15 PM 5:15 – 5:45 PM Friday 11:15 – 11:45 AM 5:15 – 5:45 PM		
UNIT OF ACADEMIC MEASUREMENT:	Quarter System		
PREREQUISITES:	GD160 Introduction to Graphic and Web Design		
CO REQUISITES:	None		
CATALOG COURSE DESCRIPTION:	In this course, students will explore the concepts and technologies for designing basic web pages, applying the principles of information architecture, navigation, and interactivity, and create simple web sites.		

	TEXTBOOKS AND MATERIALS	(CHECK ONE)	
		REQUIRED	OPTIONAL
TEXTBOOK(S)	*Don't Make Me Think*, Krug, S., New Riders; 2nd edition, 2005 *Dreamweaver CS4 Bible*, Lowery, J.,Wiley 2007 *Layout Workbook*, Cullen, K., Rockport, 2007	X	
RESOURCES & SUPPLIES	Flash drive and CD media School library for research purposes. (See "Research Assignments" section below.)	X	

PERFORMANCE OBJECTIVES: Upon completion of this course, the student should be able to do the following:

✓ 1. Understand the relationship of basic design concepts to multimedia design

✓ 2. Articulate and apply the language of interactive design

✓ 3. Apply principles of information architecture, navigation, and interactivity to new media design

✓ 4. Apply effective design methodology in the creation of interactive interface design for multimedia.

✓ 5. Create effective and communicative complex interface designs for multimedia projects.

✓ 6. Create an interface design and information architecture to host portfolio website.

INSTRUCTIONAL METHODS: Educate through lecture, visual examples, relevant projects, lab work, group activities, visual problem solving and class critique

RESEARCH ASSIGNMENTS:
Course relevant topics for research assignments may be proposed by students but must always have the instructor's written approval.

The school library can be used to access extensive databases which contain scholarly/peer reviewed articles from professional journals and trade publications. At least three such journals are required and must be cited in support of direct museum research

GRADING:
Student performance may be evaluated based upon the following suggested criteria:

Projects and exercises:	40%
Mid term and final exam:	20%
Research:	10%
Participation/Professionalism:	10%
Web site:	20%

COURSE POLICIES:
See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) may negatively impact your grade. Mobile telephones must be turned off during class.

PROFESSIONALISM STANDARD:
Criteria:
Attendance & punctuality
Active participation in discussion
Quality of work
Academic Integrity (No plagiarism)
Attention to detail
Classroom etiquette (cell phones/beepers off)
Respect for peers and instructor
Ethical decision-making

WEEKLY Topical CLASS MEETING OUTLINE:

MEETING	DESCRIPTION OF CONTENT	HOME ASSIGNMENT
Week 1	Short history of the internet and web design. Examples of successful web site designs. Hand coding HTML. HTML coding worksheet	Multimedia design analysis and research Coding exercises Assigned chapters
Week 2	Information architecture Working with Color, Text, and Images. RGB, file sizes, color palettes. Gifs, Jpg, Png, and animated gifs. Continue handcoding. Chapter review	Analysis and redesigning: B2B site Coding exercises Assigned chapters
Week 3	Building a user interface, elements of conventional interface, Web 2.0 Overview and introduction to Dreamweaver Site. management Site structure. Chapter review	Analysis and redesigning: B2C site Dreamweaver tool exercises Assigned chapters
Week 4	Web & multimedia typography 1 Tools of Dreamweaver Constructing a design template. Slices, rollovers, and optimizing graphics for the web. Chapter review	Analysis and redesigning: entertainment site Dreamweaver tool exercises Assigned chapters

Week 5	Web & multimedia typography 2 Tools of Dreamweaver Navigational Systems Making a sitemap Creating links, relative and absolute Functional wireframes Creating links Chapter review	Prepare for mid term exam
Week 6	Mid term exam Mid term exam Introduction to modular design Tools of Dreamweaver	Assigned chapters
Week 7	Unconventional interface design Tools of Dreamweaver Chapter review	Personal portfolio site: information architecture, navigation Assigned chapters
Week 8	Cascading Style Sheets Putting the style to the code. Creating global style for efficiency. Chapter review	Personal portfolio site: design elements Assigned chapters
Week 9	User Testing & FTP overview Platform testing, and debugging errors File Transfer Protocol (FTP) and web servers Chapter review	Personal portfolio site: design comp Assigned chapters
Week 10	Refine personal portfolio site	Prepare for final exam
Finals Week	Final critique of site and Final Exam	