GD262 Web Design 2 Syllabus

COURSE TITLE:	Web Design 2		
COURSE NUMBER:	GD262	**Section: A**	
MCO PREPARED BY	Myles Tanaka, Department Chairperson, Graphic Design	**Date: 1/9/12**	Revised: April 11, 2012
INSTRUCTOR NAME:	Jamal Sullivan ainyc@jsulli.com	**Syllabus Prep. Date: 1/9/12**	
CREDIT HOURS:	3 Credits <u>Quarter Credit Hour Definition</u> A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than: (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours		
COURSE LENGTH:	11 weeks		
CONTACT HOURS:	Lecture: 22 Lab: 22		
COURSE SCHEDULE:	Wednesdays, 1:15 pm- 5:15 pm		
UNIT OF ACADEMIC MEASUREMENT:	Quarter System		
PREREQUISITES:	GD260 Web Design 1		
CO REQUISITES:	None		
CATALOG COURSE DESCRIPTION:	In this course, students will explore advanced concepts for designing complex web sites for promotional and entertainment use. Special focus is on finalizing a personal site that will host the graduating student's final portfolio.		

	TEXTBOOKS AND MATERIALS	**(CHECK ONE)**	
		REQUIRED	**OPTIONAL**
TEXTBOOK (S)	*HTML5: Designing Rich Internet Applications.* David, M. (2010) Elsevier	X	
	Visual Quickstart Guide: Flash Professional CS5. Ulrich, K. (2010) Pearson	X	
RESOURCES & SUPPLIES	School library for research purposes. The library is in Metropolitan College at 431 Canal St. Valid student identification cards with this quarter's stickers are required for entry.	X	
PERFORMANCE OBJECTIVES:	**Upon completion of this course, the student should be able to do the following:**		
✔	Incorporate brand identification into the interface design		
✔	Research, plan, assess, and refine complex web site design		
✔	Apply fundamental concepts of interactive multimedia authoring		
✔	Demonstrate an understanding of basic information architecture and content presentation		
✔	Demonstrate effective interactive, non-linear design strategies		
✔	Build a complex promotional site to host portfolio		
INSTRUCTIONAL METHODS:	Lectures, discussions, demonstration, in-class and take-home projects, group critiques and individual consultation, exams. A combination of traditional "hand-skills" and advanced technical skills will be necessary to complete most projects.		
LIBRARY ASSIGNMENTS:	Outside research is required to complete the research project. This information may be found by utilizing the resources in the school library or other library research resources located in the City. In addition, various publications, journals and periodicals can supplement all of the material presented in class.		

GRADING:	Student performance will be evaluated based upon the following criteria: • Creative quality of ideas • Effort and time spent on conceptualizing and executing project • Execution and craftsmanship of work • Presentation of work. All work must be professionally executed and should meet the criteria of a design firm client presentation • Class participation during discussions and critiques • Attendance/lateness • Meeting assigned deadlines Attendance and Participation 10% Assignments 20% Midterm Presentation 20% Final Presentation 50% **Total** **100%**
GRADING POLICIES:	Grading / Student Performance **A** =94 – 100 % Excellent **C** =74 – 76 % **A-** =90 – 93 % **C-** =70 – 73 % **B+** =87 – 89 % Above Average **D+** =67 – 69 % Below Average **B** =84 – 86 % **D** =60 – 66 % **B-** =80 – 83 % **F** =59 % & Below Poor **C+** =77 – 79 % Average
PROFESSIONAL-ISM STANDARD:	<u>**Criteria:**</u> • 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
COURSE POLICIES:	1. The instructor will schedule appropriate breaks during class 2. Additional criteria here. 3.

ATTENDANCE:	Due to the intensive nature of the 11 week quarter system at The Art Institute of New York City, absences jeopardize participation and a student's ability to successfully complete his or her studies. A student's academic performance is in pursuit of preparation for a professional environment in which there is typically zero or little tolerance for absenteeism. If, for some critical reason, a student finds it necessary to be absent, late, or leave early it is the student's responsibility to: • Notify the instructor, and make up all missed work. • Note that accumulated tardiness, leaving class before it is dismissed, or absenteeism will affect performance and the participation grade. • Understand that excessive absenteeism may result in failure of the class. • Look for the specific participation requirements for individual courses, by referring to the course grading rubric within the syllabus provided by the instructor. Attendance is taken every class meeting. There are no excused absences. The only consideration to be granted regarding absences must be presented by the Faculty Member to the Department Chair and dean of Academic Affairs. **A student who misses twelve (12) hours from weeks 1 through 9 in an individual course will receive a Withdrawal grade (W). A student who misses 12 hours in a course in weeks 1 through 11 will receive a W/F. Tardiness and absenteeism will be recorded in 15 minute increments.** A student who knows that she/he will be late/absent must contact the instructor via voicemail, e-mail, or administrative note. Students arriving late to class have the responsibility of notifying their instructor at a break that they are present. When absent, a student is responsible for obtaining the lecture notes and homework assignments from other members of the class or the syllabus. Students will be asked to leave class if they are unprepared, disengaged, sleeping, disruptive, or otherwise compromising the educational experience of students who are motivated and trying to work. Students who do not attend classes for 14 consecutive days will be dropped from school from the last date they attended school; exceptions will be made only on the basis of appropriate documentation presented to the Dean of Academic Affairs. **Students taking a minimum of twelve credits, who have perfect attendance for all courses registered, in a particular quarter will receive a $100 tuition credit for the subsequent quarter of enrollment in the school. Details regarding this tuition credit may be found in The Art Institute of New York City catalog.**

Weekly Topical Class Meeting Outline:

MEETING	DESCRIPTION OF CONTENT	HOME ASSIGNMENT
Week 1	Review: History of the Internet What is successful interactive design? What is online marketing? What is the job market like? Lecture: Web Design for Self-Promotion • Compare/contrast several portfolio sites • Develop criteria for judging website design	Assigned reading Create designs for portfolio site – roughs
Week 2	Lecture: Structuring and Presenting Information Information Architecture • Develop wireframes and sitemap Reading Review	Assigned reading 3 preliminary sketches Information architecture for portfolio site
Week 3	Lecture: Web Design for Marketing – ecommerce Class Critique of Web Sketches Reading Review	Analysis and redesign brief: E-commerce site Finalize sketches Assigned reading
Week 4	Lecture: Web Design for Entertainment HTML5 & CSS3 Intro: • Box Model, Inheritance, Text Styling Optimizing images for the web: • Create image assets for website creation Reading Review	Analysis and redesign brief: Entertainment site Start gathering information for resume Reading: pgs 3-29, 39-57 in HTML book
Week 5	Lecture: Web Design for Data-Mining – cookies HTML5 & CSS3: • Positioning, Pseudoclasses, Floats, Clear Gather information for résumé, look at examples of online résumés	Analysis and redesign brief: Social Networking Build out homepage and navigation for portfolio site Write résumé as text document, with no styling Reading: Section 2 in HTML book

Week 6	Lecture: Viral Marketing HTML5 & CSS3: • Troubleshooting and Refinement	Analysis and redesign brief: Viral Marketing Code résumé out as full, styled HTML page Reading: Flash CS 5 chapter 2
Week 7	Lecture: Game marketing Flash: Introduction and Interface Creating simple graphics	Analysis and redesign brief: Game Marketing Sketch out plans for Flash component Reading: Flash CS 5 chapter 9
Week 8	Lecture: Guerilla Marketing Flash: Build Animated banners	Analysis and redesign brief: Guerilla Marketing Complete animated banner Gather all images of work you hope to showcase
Week 9	Lecture: Beyond the Internet: Issues of culture and ethics Flash: Build Galleries Reading Review	Begin constructing gallery to display work Assigned Reading
Week 10	Lecture: Internships and first jobs: Where and how to begin Flash: Finalize Galleries Reading Review	Find 3 internships you would like to apply for Assigned Reading
Finals Week	Final critique of site Final Exam	

NOTE: THE ABOVE CLASS OUTLINE IS SUBJECT TO CHANGE AT THE INSTRUCTOR'S DISCRETION.