

COURSE SYLLABUS

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Course Description

In this class each student will develop a series of websites using the website development tool Macromedia Dreamweaver. In each project students will explore the conceptual issues that face a web designer in addition to learning the technical skills involved in creating websites. Over the course of the semester we will look at topics like how design elements can communicate identity or how our online conversations are mediated by the interactive elements that define the web environment. Our goal in this course will be to try to identify the artistic opportunities unique to the web environment.

Academic Expectations

Students will:

- Learn how to use color, imagery, text and composition to communicate a message
- Learn how to use the tools in Macromedia Dreamweaver to reflect their vision
- Learn how to use interactivity to have a conversation with the user
- Learn to write and speak articulately about their own work
- Develop a library of websites that they can use as a reference in future projects
- Develop a sense of their own interactive design style
- Understand the ethical issues involved in digital duplication.

Projects

In this class there are four web design projects including the final project. At the beginning of each project you will get an assignment sheet that explains the goals, requirements and timeline of that project. Please take note of the due dates—late assignments will be decreased by one grade for each class they are late (for example an A- project will receive a B+ grade). You may revise any project after it has been turned in, however you will only receive half credit for the revisions.

Open lab

You will be expected to complete about half of the work on your projects outside of class so it is important to familiarize yourself with the open lab schedule. During open lab time you can come into the lab to work on your projects. During this time there will be a lab monitor that may be able to assist you if you have questions.

Presentation

In addition to the projects there is also a presentation that will be assigned towards the end of the semester. This presentation will expose you to the work of many of the leading web design studios.

Online journal

The online journal assignment is designed to help you find web designers and sites that inspire you. Your weekly postings will be factored into your participation grade.

Grading

Your final grade will be compiled from the grades you receive on your projects throughout the semester, your presentation grade and your participation grade. Each grade will be weighted as follows:

Participation & Journal 10%

Presentation		5%
Project 1:	Personal	20%
Project 2:	Promotional	20%
Project 3:	Retail	20%
Final Project:	Educational	25%

Evaluation criteria

Each project will be evaluated on five factors. The specific goals, skills, deliverables and requirements will be identified in the assignment sheet for each project.

Design	How well does your website communicate your message visually?	25%
Usability	How easily can a visitor accomplish their goals at your website?	25%
Technical Skill	Does your project demonstrate an understanding of the technical skills covered?	30%
Deliverables	Did you turn in all the components of the project on time?	10%
Requirements	Does your project fulfill the requirements of the project?	10%

Required Materials

- Negrino, Tom and Smith, Dori. Macromedia Dreamweaver 8 For Windows & Macintosh (Visual Quickstart Guide), Peach Pit Press, 2005.
- Weinmann, Elaine & Lourekas, Peter. Photoshop CS for Windows & Macintosh (Visual Quickstart Guide), Peach Pit Press, 2003.
- Beard, Jason. The Principles of Beautiful Web Design, Sitepoint, 2007.
- You might also need additional art supplies like scissors, tape and pencil.
- Flash drive
- 11" x 14" drawing pad
- Website: <http://www.mccc.edu/~paixaof/dma145>

I created a website to accommodate the changing needs of this class. All of the assignments and readings that are discussed in class will be on this website. If class is canceled or you are absent you can check the website to see what you need to do for the next class. This is also an excellent resource to review skills and concepts.

Attendance

Attendance in this class is critical. In each class you will learn skills that you will build upon in subsequent classes. It is very important that if you miss a class you make-up the work that you missed by reading the appropriate section of the book and doing any tutorials that are posted on the website. You can also visit my office during my office hours to get a summary of what I went over in class. I keep track of attendance by putting out a sign-in sheet at the beginning of class. I will change it to a late attendance sheet after 10 minutes and remove it after 30 minutes. If your name is not on the sheet you will be considered absent. I do not distinguish between excused and unexcused absences. Each student is allowed up to 3 absences before it starts to negatively affect their grade.

Participation

The ability to speak for yourself and your project is one of the most important skills a new media artist has. In this class there will be many forums for you to practice speaking including group presentations, question and answer sessions and critiques. Your participation in these activities will be taken into account in your participation grade.

Respect

In this course there are many opportunities for lively discussion and debate, however there is no place for rude or derogatory remarks. When you speak you must speak respectfully of all people—including your peers and myself. If you say something that is disrespectful you will be given a warning and then asked to leave.

Additional Help

I want each of you to be successful in this class. I want you to make work that that inspires you and your peers. I want you to push me and the other students to find new ways of approaching the materials and the tools we are using. I want you to emerge an innovative and creative new media artist. I am here to support you in these goals. If you have any questions, small or large, technical or conceptual, please come see me. I can also make an appointment to meet with you at another time that is more convenient. Please do not hesitate to contact me if you are having trouble or need help. Any student in this class who has special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. If you believe you are eligible for services, please contact Arlene Stinson, the Director of Academic Support Services. Ms. Stinson's office is LB221, and she can be reached at (609) 570-3525.