

# digi 2050/web design fundamentals

## fri 1200-245p

### syllabus

instructor: joe bautista  
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office hours: fri 1115a – 1200p

#### course description:

This introductory class offers a practical introduction to the World Wide Web and the challenges it poses for the graphic designer. Using Adobe Dreamweaver, students learn how to apply their own ideas to create a successful website using this multifaceted application. Topics include HTML, interaction, usability, site architecture, file optimization, and website principles and practices. Studio.

#### student learning outcomes:

1. Research basic website design principles and the reasons for developing a strong website.
2. Apply technology and science through the optimization of images for electronic delivery.
3. Understand industry knowledge when discussing print vs. web design.
4. Demonstrate creativity with the design of a basic website.

#### program learning outcomes:

1. Apply problem solving in the development of a creative concept of solution.
2. Execute the idea and conduct a final presentation to the client for evaluation.
3. Exhibit high level of design and technical skills in creative and visual messages.
4. Use effective written and oral communication skills through class assignments and discussions.

#### materials:

Lynda.com Online Training Library®. Carpinteria, CA: Lynda.com. 2011  
Storage devices (USB Flash Drives, Portable Hard Drive)

#### the computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

#### attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

NO LATE WORK IS ACCEPTED. IF YOU ARE NOT HERE WHEN WORK IS DUE, YOU WILL RECEIVE ZERO POINTS.

**evaluation:**

Students will be evaluated on the basis of:

- Projects
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Attendance
- Lynda.com Training Modules

**general grading rubric for this course:**

- 10 research (research presentation - if applicable)
- 10 wireframe + flowcharts
- 10 process round 1 comp
- 10 process round 2 comp
- 10 concept (overall idea and development of ideas)
- 10 file syntax and organization
- 20 execution (final solution, typography, color, image etc)
- 20 development (final physical appearance, usability, information hierarchy, and use of programs)
- 20 Quiz 1
- 20 Quiz 2
- 20 Demo (4 demo exercises x 5 points each)

**160 TOTAL POINTS**

Feel free to ask me about your grades and attendance totals at any time.

There is a possibility of additional quizzes and writing assignments during the semester. Extra credit assignments and projects might be developed as well.

**Grading Scale:**

<b>93-100%</b>	<b>A</b>
<b>90-92.9</b>	<b>A-</b>
<b>87-89.9</b>	<b>B+</b>
<b>83-86.9</b>	<b>B</b>
<b>80-82.9</b>	<b>B-</b>
<b>77-79.9</b>	<b>C+</b>
<b>73-76.9</b>	<b>C</b>
<b>70-72.9</b>	<b>C-</b>
<b>67-69.9</b>	<b>D+</b>
<b>63-66.9</b>	<b>D</b>
<b>60-62.9</b>	<b>D-</b>
<b>59.9 – Below</b>	<b>F</b>

**late projects:**

DO NOT TURN IN LATE PROJECTS. The design profession is based on deadlines. If you choose to turn in a final stage of a project late, you will receive zero credit. Turn it what you can the day that it is due.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is what will be graded. This is a senior level class and there are no exceptions.

**miscellaneous:**

I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

V. Food and drink are prohibited in computer labs.

VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

VII. Participate in AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

**projects:**

There will be 1 comprehensive project and a series of exercises in the course. **Please send me an email where I can communicate with you on a moments notice. When not in class this will be our primary form of communication.**

**proposed schedule:**

CLASS 1	Introduction to the course and web design. IxD, UX, GUI What is a website and types of websites. How things work - servers, ISP etc.. History of HTML. Print vs Web
CLASS 2	Review of website research. Basic process of site design – Flowcharts and wireframes. Basic Site Design. 960 Grid. HTML basics.
CLASS 3	Review of website research. Review of Flowcharts and wireframe. Pixels vs Inches. Photoshop Design and GUI
CLASS 4	Review layout comps. Basics of Dreamweaver – pages + links. Finalize site design.
CLASS 5	PSD image file formats for web. Slicing. Working with images in PS and DW.

CLASS 6	Tables and site layout. Background imagery and page properties
CLASS 7	Type and basics of CSS typography. Review file management. Quiz 1.
CLASS 8	In class work session. Initial site presentation (beta). Working more in depth with imagery and type. CSS layout principles (if desired)
CLASS 9	Slideshows, mailto:, animated gifs, opening new browser windows, iframes
CLASS 10	Present final website. Quiz 2. Website files must be turned in to class folder!

disabilities services accommodations:

If you qualify for accommodations due to learning, physical, medical, or emotional disability, please meet privately with your instructor to discuss the accommodations you may require in the course.