

# fashion institute of design and merchandising syllabus/fa2012 digi2980/web final project monday 600p-845p

**instructor:** joe bautista

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**office hours:** thursday 545p-600p or friday 1115a - 1200p

**course description:**

**This course draws upon the skills developed during the Web Design and Flash Animation courses. Students conceive, design, and create a complete website to showcase all of their digital content developed during the Digital Media Program.**

**student learning outcomes:**

1. Demonstrate comprehensive understanding of web design and content management systems in an original website showcasing work created during the Digital Media Program
2. Exhibit an understanding of digital delivery by preparing projects, to an appropriate delivery format

**prerequisites:**

Web Design Fundamentals and Flash Animation Course

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**materials:**

Lynda.com Online Training Library®. Carpinteria, CA: Lynda.com. 2010  
Storage devices (USB Flash Drives, Portable Hard Drive)

**methods of instruction:**

lecture/demonstration/discussions/oral presentations/lab

**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.

**evaluation:**

Students will be evaluated on the basis of:

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

**grading for the course:**

10 research – site research and site comparison assignment  
40 exercises in CSS and HTML markup  
10 participation/presentation – oral participation and presentation of final site design  
25 concept – overall idea of the site and its relevance to the course of study  
25 execution – final solution, typography, color, image, layout, etc.  
25 development – use of knowledge/techniques from course lectures, demos, and tutorials  
10 file management – appropriate use of file naming and management of site files  
40 quizzes – 2 quizzes worth 20 points each during the quarter  
185 TOTAL POINTS POSSIBLE

Feel free to ask me about your grade totals at any time.

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

**late projects:**

DO NOT TURN IN LATE PROJECTS. The design profession is based on deadlines. If you choose to turn in any stage of a project late, you will receive zero. 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.

**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	Reintroduction to the web and development. IxD, UX, and GUI Web development process and technology. Research of effective sites.
CLASS 2	XHTML and CSS Demo. Review site evaluation research. XHTML/CSS tutorial assigned. CSS Typography.
CLASS 3	CMS driven site design. Review of Flowcharts and Wireframes. CSS Box Model.
CLASS 4	Content Management Systems, Domain Name and Server setup. Finalize site content.
CLASS 5	Site development Phase 1. Wordpress template systems and themes.
CLASS 6	Flash Components. Review of Flash and current issues in web design. Simple Content Implementation into Site Theme. Firebug Developer Tools.
CLASS 7	Site development Phase 2. MySQL Database. Wordpress Custom Install. Quiz 1.
CLASS 8	Site development Phase 3. Inputting Data. Posts, Pages, Widgets, + Plugins
CLASS 9	Site development Phase 4. Integration of Social Media. Google Analytics. Final Lab.
CLASS 10	Present final site. Quiz 2.

**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.