

UMBC UGC New Course Request: Art 336 Design & Technology II: Screen

Date Submitted: April 7, 2008

Proposed Effective Date: Fall 2009

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COURSE INFORMATION:

course number(s)	Art 336
formal title	Design & Technology II: Screen
transcript title (≤24c)	Art 336: Design & Technology II: Screen
prerequisite	Art 212, 213, 333
credits	3
max. repeat credits	0
grading method(s)	<input checked="" type="checkbox"/> Reg (A-F) <input type="checkbox"/> Audit <input type="checkbox"/> Pass-Fail

PROPOSED CATALOG DESCRIPTION:

Introduction to Macintosh-based computing using software programs developed for screen-based communication including discussion of the conceptual and technical issues involved in the design and production of interactive documents and environments. Discussion will focus on authoring, user interface, navigation, content development, user experience and visual application.

RATIONALE FOR NEW COURSE:

This course, which will be a required course in the graphic design emphasis area sequence replaces Art 392A: Topics in Art or Media: Web Interface Design which has run at full capacity for the past four years. Space in the required sequence is gained for this course by reducing Art 431 from six to three credits

ATTACH COURSE OUTLINE:**Overview**

Design & Technology II introduces graphic design students to the history, theory, and practice of screen based communication with an emphasis on Web design and development. You will learn the critical analysis skills necessary to evaluate Web interfaces based on the principles of visual design, information hierarchy, content, usability, functionality, and interactivity. We will explore programming techniques as well as commercial software used to develop current Web applications; including HTML, Javascript, and Dreamweaver. You will then apply these technical skills, along with your expanding knowledge of graphic design (including typographic and visual forms) to plan, design, and build effective Web spaces.

Goal

The goal of this class is for students to learn to create a successful Web site utilizing both technical skills and design skills. Successfully completed Web sites will utilize logical structure and organization, while simultaneously providing a well designed front-end visual experience.

Prerequisites: ART 212, 213, 333

Required Materials

Sam's Teach Yourself Adobe Dreamweaver CS3 in 24 Hours by Betsy Bruce

Adobe Dreamweaver CS3

All students must bring a laptop computer to class everyday. Students must have an email account, a Blackboard account, a sketchbook or notebook, and a portable storage device such as a flash drive. Students are expected to utilize and surf the World Wide Web on a daily basis as it is an invaluable resource tool.

Recommended Reading

The following books are not required, but can provide you with further information.

Javascript for the World Wide Web, Fifth Student Edition (Visual QuickStart Guide)

by Tom Negrino

The Real Business of Web Design by John Waters

Course Outline

This course will include lectures, readings, discussions, demonstrations, in-class activities, several exercises, and one final project. Most assignments will include presentations and critiques. It is essential that you attend every class, keep up with readings, and participate in discussions and critiques throughout the semester. Your grade will reflect the effort you put into those requirements.

Attendance

More than one absence will result in lowering your grade by one letter. After more than two absences, you will be asked to drop the class. Students who miss class are responsible for obtaining the missed day's notes from other students, and for completing any in-class exercises missed.

Students must be on time to class, come to class having read assigned readings, have completed all work due, and be prepared to participate in class discussions.

Blackboard & WWW

Student use of Blackboard and the World Wide Web is essential to this course. The Blackboard site for this course will be frequently updated. Students must check the Blackboard course site and their email on a regular basis. Students are expected to utilize the World Wide Web as a resources for this class.

Grading Criteria

Your final grade will be comprised of your exercise grades, class participation, in-class activities, and project grades. Grades will reflect your demonstration of technical skills and the design and creativity of given assignments. A grade of "A" will be awarded to students who design creative and thoughtful solutions to assignments, completely follow directions, articulate ideas well, and who share and receive constructive criticism. Assignments must be turned in on time at the beginning of class. Turning in work late will lower your grade by one letter grade per day.

Exercises	40%
In-Class Activities	10%
Final Project	40%
Participation	10%

A = 90-100% - Excellent, outstanding work. Innovative and creative approach to completing assignments. Goes above and beyond basic requirements.

B = 80-98% - Above average. Explores alternative approaches beyond basic requirements.

C = 70-79% - Average. Satisfies only basic requirements.

D = 60-69% - Below expectations. Does not satisfy basic requirements.

F = 0 - 60% - Failing.

The class will follow the UMBC Student Handbook definition of Academic Integrity:

“By enrolling in this course, each student assumes the responsibilities of an active participant in UMBC’s scholarly community in which everyone’s academic work and behavior are held to the highest standards of honesty. Cheating, fabrication, plagiarism, and helping others to commit these acts are all forms of academic dishonesty, and they are wrong. Academic misconduct could result in disciplinary action that may include, but is not limited to, suspension or dismissal. To read the full Student Academic Conduct Policy, consult the UMBC Student Handbook, the Faculty Handbook, or the UMBC Policies section of the UMBC Directory.”

WEEK 1

Read through syllabus, Discussion of Web, History, Design and development process ·

Activity 1 (Roots Market): Analysis of sites (structure, design) ·

HOMEWORK: Repeat Activity 1 with different website ·

WEEK 2

Discussion: Activity 1 ·

Lecture: Information Architecture & Usability ·

Lecture: Intro to HTML

Introduce Exercise 1 (web analysis) ·

HOMEWORK: Assigned Readings/Exercise 1

WEEK 2

Due: Exercise 1 ·

Oral presentation of projects; strengths and opportunities for improvement of site

Lecture: Intro to Dreamweaver ·

Introduce Exercise 2 ·

HOMEWORK: Assigned Readings/Exercise 2

WEEK 3

Due: Exercise 2

Introduce Exercise 3/Small Group Crits

HOMEWORK: Assigned Readings/Exercise 3

WEEK 5

Due: Exercise 2

Lecture: Intro to Webpage elements / CSS ·

Introduce Exercise 2 ·

HOMEWORK: Assigned Readings/Exercise

WEEK 6

Due: Exercise 4

Lecture: HTML / Images · ·

Introduce Exercise 5 ·

HOMEWORK: Assigned Readings/Exercise 5

WEEK 7

Due: Exercise 5

Lecture: Images / Multimedia · ·

Introduce Exercise 6 ·

HOMEWORK: Assigned Readings/Exercise 5 Images / Multimedia ·

WEEK 8

Due: Exercise 6

Lecture: Dreamweaver Assets / Tables · ·

Introduce Exercise 7 ·

HOMEWORK: Assigned Readings/Exercise 7

WEEK 9

Due: Exercise 7

Lecture: Dreamweaver CSS · ·

Introduce Exercise 8 ·

HOMEWORK: Assigned Readings/Exercise 8

WEEK 10

Due: Exercise 8

Lecture: Dreamweaver Dynamic Content/ Review usability, design, structure

Introduce FinalProject

HOMEWORK: Assigned Readings/Final project sketches ·

WEEK 11

Due: Final Project Sketches

Lecture: Dreamweaver Behaviors/Photoshop Review

HOMEWORK: Assigned Readings/Photoshop Sketch ·

WEEK 12

Due: Photoshop sketch

Small Group Crits

Lecture: Dreamweaver Spry / Forms

HOMEWORK: Design changes and begin conversion to HTML

WEEK 13

Due: HTML

Small Group Crits

Lecture: Dreamweaver Forms

HOMEWORK: Design changes and continue conversion to HTML

WEEK 14

Due: Design changes and continue conversion to HTML

Small Group Crits

Discussion: Production Issues

HOMEWORK: Final projects ready for in-class crits

WEEK 15

Due: Final projects ready for in-class crits

Small Group Crits

Discussion: Production Issues

HOMEWORK: Final edits/changes ·

WEEK 16

Due: Final projects ready for in-class presentation & crits