WEB DESIGN GD 50
SPRING 2018

3:00-5:45 PM
MON. & WED.

INSTRUCTOR

Dr. Laura Huisinga
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Office is located in Conley Art building room 225
Office hours: Monday 1pm-2pm and Tuesdays 10am-11:45am or by appointment.
Advising Website http://laurahuisinga-design.com/GD

CLASS WEBSITE

http://laurahuisinga-design.com/GD50
Check frequently for resources, updated schedules, due dates, and project descriptions.

COURSE DESCRIPTION

Prerequisite: GD 41, GD 39. Introduction to web design for graphic designers, focusing on current web standards. Emphasis on page structure, typography and user experience design principles. (6 lab hours). (Course fee, $30).

COURSE MATERIALS

No required materials need to be purchased by students. Students will need access to the Fresno State libraries on-line collection, lynda.com (provided by Fresno State), and Internet access. Internet access is needed for on-line readings, tutorial videos and turning in work.

COURSE SUMMARY

This class focuses on designing for the web. Students will learn the differences of designing for web and interactive design compared to print design. They will learn the basics of website structure and organization, plan layouts, understand and use appropriate color theory and typography for Web design. Students will learn fundamentals of writing their own markup for implementing their designs. Including HTML5, CSS3, and basic javascript; as well as learning to use File Transfer Protocol (FTP) uploading a fully developed and functioning website to a server. The will also be introduced to fundamentals of user experience design (UX), user interface design (UI), and usability research methods.

COURSE POLICIES

COURSE GOALS

After the course students will be able to:
- Integrate and apply the principles and elements of graphic design to web.
- Understand basic concepts for designing information architecture, wire frame design and high fidelity design for the web.
- Write custom HTML and CSS to create functioning website from scratch using current web standards.
- Be familiar with the vocabulary of the Internet.
- Refine file management skills.
- FTP to upload functioning site to server space.
- Use diverse approaches and tools to solve problems.

DAILY ASSIGNMENTS & CRITIQUES

There will be in class demos and exercises that count toward your participation grade. Actively engaging in critiques is expected and will also count toward your grade.

REMEMBER!
It is better to show up to critique with unfinished work then to skip if you are unprepared.

Weekly assignments/codepen = 15%
Class attendance & participation *(including assigned presentations)* = 15%
Projects (1-5) = 70%

ASSIGNMENT WEIGHTS

Project 1: **Type Specimen Website**
    15% *(part one: 5%, part two: 10%)*

Project 2: **Multi-Page Informational Website**
    15% *(part one: 5%, part two: 10%)*

Project 3: **One Page Informational Website**
    15% *(part one: 5%, part two: 10%)*

Project 4: **User Experience (UX) Research**
    10% *(part one)*

Project 5: **Website Redesign**
    15% *(part two)*

Refer to the class website http://laurahuisinga-design.com/GD50 or google classroom for updated and accurate due dates.

COURSE POLICIES

GRADES   Grades will be based on the completion of the assignments, the execution of the design objectives, and the documentation in electronic process notebooks. Your grad for each project is based on the project description requirements as well as the syllabus. Please be sure to address any questions with the requirements with your instructor right away.
A =90-100, B =80-89, C=70-79, D =60-69, F=Below 60

Key	Grading Rubric Labels	
[-NI-]	[NEEDS IMPROVEMENT]	Missing requirements, or major parts of the project. Lack of effort.
[-S-]	[SATISFACTORY]	Technically fulfilling at least 90% of requirements but lacking elaboration or depth to your concept and work.
[-G-]	[GOOD]	Fulfilling all requirements and deliverables providing thoughtful depth to your concept, and showing the use of UX principles and Design principles throughout your process and final product.
[-E-]	[EXCELLENT]	Going beyond the requirements, creating a concept of depth and complexity, demonstrating a consistent use of UX principles and design principles thought project and process book.

General Grading Rubric for Projects	
[NI] [_S] [_G] [_E]:	Completion of the assignment
[NI] [_S] [_G] [_E]:	Execution of the design objectives
[NI] [_S] [_G] [_E]:	Documentation in electronic process notebook

COURSE POLICIES &
SAFETY ISSUES

LATE WORK POLICY   Assignments are due at the beginning of class, turning an assignment in during the middle of class will be considered late work. Late work will be docked 20% and must be turned in within 5 days. Occasionally extenuating circumstances may change this policy; please contact me if you think there will be an issue with a due date. Technical issues (computer dying, hard drive crash, lost jump drive etc.) will not be accepted as a reason for late work.

Always have a plan B. Your work should be backed up in at least one other location. Dropbox, Box or Google Drive are excellent places to store and backup work.

UNIVERSITY POLICIES & SERVICES

ATTENDANCE

Attendance is required. You are excused for two absences per semester. Absences that exceed this number will result in a lower final grade. Additional excused absences may be considered in extenuating circumstances. Please discuss with me before missing class. Addition unexcused absences will result in a drop of a letter grade. You are expected to stay for the duration of the class, Missing 20 or more minutes of class will be considered Late, and 40 minutes an absence. Five Late Penalties will be considered an absence. If you plan to miss class, please contact your instructor for your assignment before the absence. If you miss due to unexpected reasons, it is your responsibility to get your assignment from a classmate so that you are prepared for the following class.

ADDING AND DROPPING CLASSES

Students are responsible for understanding the policies and procedures about the adding/dropping of classes, academic renewals, etc. Students can find more information on adding and dropping at http://www.fresnostate.edu/studentaffairs/classschedule/registration/add-drop.html.

STUDENTS WITH DISABILITIES:

Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

HONOR CODE

"Members of the Fresno State academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities."

You should: (1) understand or seek clarification about expectations for academic integrity in this course (including no cheating, plagiarism and inappropriate collaboration) (2) neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading. (3)take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action.

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations).

UNIVERSITY POLICIES & SERVICES

COMPUTERS

"At California State University, Fresno, computers and communications links to remote resources are recognized as being integral to the education and research experience. Every student is required to have his/her own computer or have other personal access to a workstation (including a modem and a printer) with all the recommended software. The minimum and recommended standards for the workstations and software, which may vary by academic major, are updated periodically and are available from Information Technology Services (http://www.fresnostate.edu/technology) or the University Bookstore (http://www.kennelbookstore.com). In the curriculum and class assignments, students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources."

SUBJECT TO CHANGE

This syllabus/schedule are subject to change in the event of extenuating circumstances.

DISRUPTIVE CLASSROOM BEHAVIOR

"The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class."

COPYRIGHT POLICY

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UNIVERSITY POLICIES & SERVICES

TUTORING

For free tutoring on campus, contact the Learning Center (http://fresnostate.edu/studentaffairs/lrc) in the Collection Level (basement level) of the Henry Madden Library. You can reach them by phone at 559.278.3052.

Our campus has developed SupportNet (http://fresnostate.edu/studentaffairs/lrc/supportnet) to connect students with specific campus resources promoting academic success. Students may be referred to it if you believe they need the services provided by SupportNet to succeed in your course.

STUDENT HANDBOOK

Information on student rights, responsibilities, academic honesty, etc., can be found on the Fresno State Student Handbook web page. The web page is located at: http://www.fresnostate.edu/studentaffairs/division/general/studenthandbook/.

TENTATIVE COURSE CALENDAR

For an up to date, course calendar of daily activities, homework, resources, due dates and presentations see our class web site www.laurahuisinga-design.com/GD50. Check the website frequently as updated resources will be added periodically.

Week 1: **Introduction to Web Design; HTML Basics**
Week 2: **Web inspector, HTML Basics II, Spacing, CSS Box Model**
Week 3: **Web Typography and Images**
Week 4: **Web Typography and Images continued**
Week 5: **CSS Positioning and CSS Grid; Project One (Type Specimen)**
Week 6: **Web Color, HTML5 & CSS3**
Week 7: **Project Two: Multi-Page Informational Website**
Week 8: **User Experience overview; Ethics in Web Design**
Week 9: **Project Three: One Page Informational Website**
Week 10: **Project Four: Information Architecture, Prototyping, Wireframes; & UX**
Week 11: **Project Four: Responsive Design, & UX**
Week 12: **Web Animations; & UX**
Week 13: **Final Project: Website Redesign**
Week 14: **Final Project: Website Redesign**
Week 15: **Final Project: Website Redesign**
Week 16: **Finals week**