Multimedia 320 Web Design Instructor: Curtis Stage

Course Description

In this course, students will be provided with the tools to create interactive environments. The course introduces students to Dreamweaver CS5, an application that integrate graphics, text and images for the Web and Mobile Devices. The course also uses Adobe Photoshop to create layouts and compress images. With these programs you will learn to create interactive web content and layout principles. Production work will explore the organization and visualization of information expressed through multi-page sites.

Emphasis is on innovative ways by which to conceptualize, design and create interactive/multimedia websites that go beyond commercial productions.

Objective

This course is planned to provide the practical understanding and spark the creative drive required for successful interactive multimedia web based projects.

Attendance

Each assignment is designed to lay a foundation for the next, so attendance is mandatory. After excessive absences, a student is asked to drop from the class.

Lab

Students WILL need to schedule extra time to develop software skills and to complete assignments. Four hours of lab outside class per week are recommended. A total of two hours for all multimedia courses is required. All students should also enroll in MM500, a one-unit course that gives students lab access.

Course Time Expectation

As an advanced level course, students should expect to spend 4-10 hours per week of time outside of class working on online material, projects, and exercises assigned for class. The more time you spend working on this material - the more you are going to comprehend and the more successful you may be.

Criteria

skills the student is expected to bring to the class basic ability to navigate and operate in Mac environment

basic Photoshop and photo compression ability eagerness to participate in discussions on concepts of media art

Assessment standards

skills students will be expected to develop in class and reflected in each Project

creative: demonstrated art/design principals and aesthetics(composition, typography, consistency)

critical: ability to discuss course related topics(verbalization, functionality, audience

response)

conceptual: content (your work) reflect an exploration in ideas(brainstorm,

sketches, storyboarding)

technical: skills using Dreamweaver, CSS, Photoshop

The focus of the course is upon learning

the skills required for designers who want to practice their art on the Web

the best practices advocated by contemporary Web designers.

Students will

Understand the evolution of design on the Web and current issues in Web design, both aesthetic and technical.

Know how to use XHTML, CSS, Dreamweaver to create Web pages.

Apply sound principles of aesthetic design and interface design in developing Web pages and sites.

Manage Web sites in Dreamweaver.

Be aware of the variety of online resources that can help them improve and advance their knowledge of Web design.

Output

what students will produce in class

project 1:[20%]

project 2: [20%]

project 3:[20%] (final project)

Quizzes: [20%]

class participation/ homelab work: [20%]

Frequent assignments are designed to reinforce class material. Late assignments or projects will drop one letter grade for each week late.

Class work: Students should save their work on the Shared Drive but a back-up needs to happen on usb drive or Dropbox

All projects must be saved to the Shared Drive on the MM server when completed with your name and project title in a project folder

the last class - all work must be backed up - Shared drive will be cleared the following week

Ask Questions.

This is a technical class, and we will be covering a lot of information in a short time. If you are confused, lost, need clarification, etc, please don't hesitate to ask questions in class. Chance are your fellow students will benefit from the answers AND this will add to your class participation grade! I am also available between classes via email.

Attendance and Participation

Class attendance is an important part of the course experience. Most of the course content is only available by attending class. You are responsible for obtaining any notes that you missed during an absence, either from a classmate or from the Moodle site (or from SpringPad). Participation in class discussions, labs, and student professionalism are all factored into your classroom grade.

Missing a few classes is going to happen - missing classes in a row is going to be difficult for the student to catch up. My lessons are layered so one topic leads to the next.

If you must miss a class, please notify me, either by e-mail or in person, prior to class so arrangements can be made.

In Class Policies

Cell phones must be turned to silent mode during class. If a call must be answered, take the call outside of the classroom. While class is happening, Lab workstations

should only be used for class work—However, I realize Web browsing, e-mail, Google Plussing, Facebooking, game play, instant messaging and other non-class related computer activities are going to happen BUT! these activities should not distract you or neighbors. I will not go over material again if I find the student was not paying attention.

No food or drink are allowed in the computer labs.

Disability Policy

Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the course instructor. If a student with a disability feels modifications, special assistance or accommodations offered are inappropriate or insufficient he/she should seek the assistance of the Director of Disable Student Services on campus.

Course Materials

Sketchbook, usb drive or external HD or Dropbox, Box.net

Book: None - But I will give a list of books I think are helpful

Multimedia 500 (1 lab per semester is Highly Recommended)