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ART4190 • Web Design • Fall 2013

Course Outline • Wes Force

Valdosta State University • College of the Arts • Art Department

Course Format:

This is a three credit hour laboratory class meeting two nights per week.

Course Description:

An intermediate course designed to further develop skills in web design and development. Topics addressed will include, but are not limited to: HTML5, CSS3, JavaScript, Flash, and frame-based site design.

Rational:

This is an advanced course designed to provide the upper level art major with instruction in web site design and development with an emphasis on current trends in online media as a form of visual communication.

Recommended References:

Course website: <http://www.forcedesign.com/art4190/>

Negrino, T. and Smith, Dori. *Dreamweaver CS6: Visual QuickStart Guide*. 2012.

Available direct from: www.peachpit.com (approx. \$35 retail), as well as other online book sellers and occasionally through local retailers (*Guides are available for all popular applications and are usually cross-platform.*)

Evaluation Methods:

1. The objective assessment of each design problem using a specified grading system.*
2. The use of class critiques to assess originality and uniqueness of solutions to problems which require creative problem solving techniques.
3. The assessment of the quality of the work and the degree of craftsmanship and skill exhibited based on the use of various materials, tools, and techniques.
4. The ability of the student to exhibit comprehension through a written exam, class discussions, and critiques.

*** Total points for the course will be distributed as follows:**

Project 1	20%
Project 2	20%
Mid-Term Written Exam	10%
Project 3	20%
Project 4	30%

Assignments (*In-progress check dates and critique dates will be given with each assignment.*)

A variety of assignments will be given (4-5 projects), as well as one written exam, to include the following concepts:

Building a frame-based web site

Using client-side and server-side interactivity (ie: form submission and JavaScript)

Incorporating CSS for page and site formatting

Creating a Flash-based and/or Flash-inclusive site

Addressing usability and browser compatibility

Note: In-class time will not be solely dedicated to the completion of assignments. Class time will be used to instruct students in the proper use of computer software and related design concepts.

One written exam will be given during the semester.

Mid-Term Exam – Thursday, September 19, 2013

Last Regular Class Meeting - Thursday, November 21, 2013 (*because this class meets on Tues/Thurs nights*)

Thanksgiving Break – November 25-29, 2013

Final Exam - Thursday, December 5, 2013, 7:15-9:15pm

Class participation and attendance have great bearing on the student's final grade. **University policy is that a 20% absentee rate will result in a failing grade.** Applying the 20% rule to this class would result in a failing grade if six classes are missed during the semester. Students must complete the majority of their work in the classroom. Any work that is presented at critique that has never been seen by the instructor will not receive a grade. Students that do not work on their projects in class will be counted as absent. The actions of students who are in class and are active participants will have a positive effect on their grades, while the actions of students who are habitually tardy, absent and do not actively participate will have a negative effect on their grades.

METHODS OF INSTRUCTION:

Within a hands-on art studio environment, students will receive instruction through topical lectures, technical demonstrations, formal critiques, and one-on-one consultations with the instructor.

TECHNOLOGY, HEALTH AND SAFETY:

For your health and safety, NO food or drink allowed in the studio. No Smoking in or around the studio.

Technology, Cell Phones, iPods, Earbuds, headphones and other electronic devices should be used respectfully and conservatively in this studio. These devices are a potential distraction to a positive learning environment and may result in missed instruction.

Supplies recommended:

1. A Jump Drive/Flash Drive or external hard drive for saving work
2. A small 3-ring notebook or folder to hold class assignments, handouts, notes, etc.