Art-444

Design For the Internet II : SDSU

The Basics for 444 / Design For the Internet

Meeting Times and Place

- Class Meeting Place: North Art 213
- Class Sessions: Fall 2013, T/Th 3:30pm – 6:10pm
- Office Hours: By appointment.

Instructor

Leigh Cotnoir, lcotnoir@mail.sdsu.edu

Prerequisites

You must have completed Art 344 with a C or better grade.

Students With Disabilities

If you have specific physical, psychological or learning disabilities and require accommodations, please let me know early in the semester so that your learning needs may be appropriately met.

Course Overview

Course Objectives

Students will learn design and technical skills in web design using a variety of tools, including script editors, CSS programming, HTML, PHP, MySQL, WordPress, Photoshop, Illustrator, web tutorials, and more. Furthermore, students will learn the importance of file management, file formats, hardware and software use, typography, raster graphics and digital imaging, vector graphics and illustration, web layout, interactivity, and dynamic web programming. Design skills, design process, collaboration, personal expression, and content development will be emphasized along with the learning of tools and techniques.

Students will be expected to achieve these goals through studio assignments, demonstrations, lectures, visual presentations, and critiques. It is essential that you spend time both inside AND outside of class working toward these ends. Class participation of ALL students creates a much stronger artistic community in the course, which furthers artistic growth of ideas and skills of each individual. It is important to learn from both instructors and peers to better understand the context and originality of your own work. Participation is critical in learning new techniques, approaches, and ideas in design.

Learning Outcomes

Specifically, when you have completed this course, you should be able to:

- Successfully communicate project ideas, designs, and technical architectures through the use of written, verbal, and visually literate presentations.
- Employ problem solving techniques via research, planning, design, and construction phases of websites.
- Assess and apply web industry standards to all projects via research, planning, design, and construction phases of websites.
- Apply critical thinking to compose scripts that access and manage data and integrate dynamically generated content into web page designs.
- Examine, analyze, and evaluate dynamic and interactive web applications and processes.
- Integrate professional behavior into all aspects of project development and communications, including research, verbal communication, documentation, presentation, and critique phases.
- Successfully integrate technically functional script-driven code with original, visually compelling design work.
- Experiment with new technologies, methods, and techniques.
- Successfully design and create websites utilizing scripting and database methods in the development of complex web content management systems.

**Course Requirements**

**Required Textbooks (first semester)**

**(REQUIRED)**
Lynda.com Classroom Subscription

You will be assigned a set of required WordPress tutorials between October 13 – December 16, which will cost $22. There are 5 comprehensive topic tutorials with downloadable files. Keep this cost in mind as you will be required to purchase this temporary subscription later. It is like a textbook expense.

If you already have access to a Lynda.com subscription, you can simply use that account instead of buying this class set of instructional data.

Students will be prompted to buy their temporary memberships later in the semester with an email invitation.

The following book is available in digital format for FREE from SDSU Love Library's digital database, Safari Books Online. You will need to have your RedID and library password handy to login from off-campus.


Learning PHP, MySQL, JavaScript, and CSS, 2nd Edition
By: Robin Nixon
Publisher: O’Reilly Media, Inc.
Pub. Date: August 27, 2012
Pages in Print Edition: 562


Using WordPress
By: Tris Hussey
Publisher: Que
Pub. Date: July 19, 2011
Print ISBN–10: 0-7897-4907-6
Pages in Print Edition: 368

**HTML**
- A List Apart
- GPS Location Service Site
- HTML5 + CSS Tools

**ILLUSTRATOR**
- Blue Vertigo Resources

**JAVASCRIPT**
- CSS Tricks (loads of jQuery tools)
- GPS Location Service Site
- jQuery
- jQuery Sliders
- jQuery User Interface (UI)

**MYSQL**
- MYSQL.COM

**PHOTOSHOP**
- Blue Vertigo Resources

**PHP**
- PHP.NET
Required Books (second semester)


Using WordPress
By: Tris Hussey
Publisher: Que
Pub. Date: July 19, 2011
Print ISBN–10: 0–7897–4907–6
Web ISBN–10: 0–13–218283–1
Pages in Print Edition: 368


SMASHING: WordPress Themes: MAKING WORDPRESS BEAUTIFUL
By: Thord Daniel Hedengren
Publisher: John Wiley & Sons
Pub. Date: February 8, 2011
Pages in Print Edition: 368

Required Subscriptions and Hosting (second semester students ONLY)

If you are a second-semester 444 student, you will be required to purchase your own hosting plan. While I do not require any particular plan, I do recommend buying a plan with good phone support if you are new to this. As much as I don’t like GoDaddy’s commercials, they do have great phone support and are pretty affordable and reliable. If you really don’t care about phone support, “asmallorange” is also one I’ve had luck with, and they are very affordable. I do NOT recommend using a free hosting service because they usually have horrible up-time, no service, and have far too many limitations. This means you will need to also buy a domain name. It’s time to start presenting yourself as a professional at this point. You can typically get away with a simple domain/hosting package with the privacy add–on (BUY THIS) for between $50 – $80 for one year from a reputable company. You will need to buy this domain and hosting right away.

Lynda.com subscriptions…You need to get one. In the past, Lynda would log a user out if there was already another current active login. I have noticed, though, that under certain circumstances the sam user account can be logged in on more than one computer at a time. It seems as if checking the “Stay Logged In” box is what might prevent concurrent connections. If you wish to share an account with another student to cut down costs, you might do some experimentation. Otherwise you could also set times that each of you is allowed access.

Recommended Textbooks

(Anyone:)

For purchase only:

HTML5 For Web Designers
Author: Jeremy Keith
ISBN: 978–0–9844425–0–8
Paperback: 85 pages
Abookapart Press

(Second semester only)


WordPress® Bible, 2nd Edition
By: Aaron Brazell

learn.leighcotoir.com/courses/art-444/
Completion of Work
You will be expected to complete ALL assignments. Incomplete assignments will be evaluated as-is when turned in. Late work can only be turned in up to one full week late after the original due date (with a grade reduction). As the course progresses, students can expect to spend, at a minimum, approximately 6–8 hours a week working on this course’s content to be successful. The final project, however, is different: NO LATE WORK ACCEPTED AT ALL. No exceptions.

Discussion Boards
You are encouraged to participate in the class Technical Help discussion forum. This participation will help the class stay lively, allow students to play active roles in helping other classmates, and foster a better understanding the course material. These forums are intended to serve several discussion roles:

- Act as technical help boards for peer-to-peer help
- Serve as a place for students to share course-relevant design news and links
- Serve as a place for students to share their own web work links and get constructive feedback / critiques
- Discover that other people are experiencing similar problems, and find similar resolutions
- Share observations about problems in scripts, misprints in the book, etc.

Attending Each Class On Time
You are expected to show up to every class on time. Further, it is unacceptable for students to leave class early unless the entire class lets out early. Arriving late and leaving early can negatively affect your class participation grade. Please note that work / employment is NOT an excuse for tardiness or leaving early; if your current employment impinges on class participation, do not take this section of this course.

Attending Every Critique
It is imperative that each student verbally contributes to each critique. A dialogue of constructive criticism is what helps artists and designers find weaknesses and strengths in their work. These sessions are important tools in refining your own self-critiquing and design processes. Critiques are only as interesting or as boring as the group makes them; because you are required to attend and contribute, it is an investment in your grade, education, and your time to verbally contribute. Missing a critique unexcused will give students a grade of ZERO for that project.

Drawings, Artwork, Comps
Because the majority of web users are sighted viewers (not blind), this course will also place an emphasis on the visual presentation aspect of design in addition to the purely technical components. It is a marketplace reality that users respond best to strong visual design and functional presences in websites, which further challenges and complicates the job of the web designer. Integrating a strong visual design front-end and a cohesive technical backend will be one of the challenges in this course. Thus, knowing industry–standard graphic design tools such as Adobe Photoshop and/or Illustrator will be very helpful to your success in this course. You will be expected to use these tools on a regular basis to produce and prep artwork for comps and final web graphics.

Grading Policy
Late Work
You may only turn in a project late up to one full week after the original due/critique date. Any work later than one week overdue will automatically receive an “F” without an excuse from a doctor, court, or police report. If you know you will be unable to complete work on time, please discuss it with the instructor in advance! Please note that your grade will automatically drop by 10 points for late work. This means that if work is up to a week late, your highest possible grade begins at a 90.
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The final project is the exception! *****NO LATE WORK ACCEPTED FOR THE FINAL.*****

Class Participation

While there is not a specific “Participation” evaluation value in your final grade, your level of participation will often help determine borderline grades, flexibility in missed work, etc. Participation is monitored through the following outlets:

- meeting progressive deadlines for samples, preliminary sketches, etc.
- optional quizzes
- contributing to the discussion boards
- critique participation
- clear communication with the instructor and peers

Grading Breakdown for first semester students:

- Exercises :: 40%
- Project 1 :: 15%
- Project 2 :: 15%
- Project 3 Mockup :: 5%
- Project 3 :: 25%

Grading Breakdown for second semester students:

- Project 1 Mockup :: 5%
- Project 1 :: 25%
- Project 2 Mockup :: 5%
- Project 2 :: 30%
- Project 3 Mockup :: 5%
- Project 3 :: 30%

Letter Grade Assignments

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Completed projects will be graded on the following criteria (OVERVIEW):

1. Instructions (did you follow technical instructions for the assignment?)
2. Craftsmanship (is the finished piece and presentation clean and well-crafted?)
3. Overall Composition and Creativity (did you understand and successfully execute the problems presented?)

For detailed grading criteria, you will need to refer to each project outline page.

Grading Definitions

It is important to note that I use SDSU’s standard definitions of grades, as follows:

San Diego State University’s Policy on Grades: Policy File III C– 1:

- A = Outstanding achievement: available only for the highest accomplishment
- B = Praiseworthy performance: definitely above average
- C = Average: award for satisfactory performance, most common undergraduate grade.
- D = Minimally passing: less than the typical achievement.
- F = Failing.

**No incompletes will be given without EXTENUATING circumstances.**

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### Recent Tutorials

- CSS – Making a Responsive Layout with Media Queries
- Responsive Web Design
- PHP – Creating a Gallery Function
- Local & Remote Web Directories and File Transfer
- MAMP/XAMPP “localhost” and Intro to PHP Error Reporting

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