COURSE OUTLINE

SUFFOLK COUNTY COMMUNITY COLLEGE
FAYE LOURENSO / Office Orient-121 / Office Phone 548-2591

Fall 2009
ART244: Web Design for Photographers and Visual Artists

Course Description:
Introduces the concepts of website design and development for the photographer and artists with a focus on research, self-expression and self-promotion using image and web software. Effective use of animation and static to communicate with viewer provides the emphasis on the integrity of design, client satisfaction, and technical mastery. Software is used to create portfolio presentation websites including biographical information, professional portfolio images, and other information of choice. Prerequisites: ART130 and ART145 or ART137 or ART122 or ART126. Credits: 3 (2 hrs. lecture, 2 hrs. lab)

Course Objectives:
Upon completion of this course students will be able to:
• Understand the historical and technical development of the Internet and its influences on a daily basis
• Demonstrate a working knowledge of the Internet, its interconnectivity and use as a communication device
• Demonstrate an understanding of the design creative process and form design principles in developing a website
• Assess and analyze differences between traditional vehicles for the delivery of information and the Internet
• Identify methods and develop strategies for the design of successful websites
• Demonstrate a basic understanding of major Web publishing software as well as other computer applications for image development and layout
• Demonstrate the ability to organize files (graphics, animation, multimedia, text) in proper file formats for inclusion on a website
• Demonstrate using web typography [size, font, color] for impact and readability
• Demonstrate the ability to create color correct and properly sized images ready for inclusion on a web page
• Analyze and discuss the visual design, accessibility standards and usability of various existing websites
• Identify through research various photographers/visual artists and their Internet presentations

Method of Instruction:
Classes will include lecture, visual presentations, in-class demonstrations, critiques, and in-class lab. Outside class assignments will be given throughout the semester and will require you to shoot your assignments outside of class time. Instructional sheets will be made available to students on each assignment and techniques covered in class. Some additional open lab time will be required outside of in-class lab time for you to complete your assignments. In-class group critiques will be held throughout the semester for evaluation of your work. Quiz and final exam will be given.

Attendance Policy:
Consistent with the College's policy on attendance, you are expected to attend every class and lab. An attendance grade of 100 points will be awarded at the beginning of class. 10 points will be deducted from your attendance grade for each absence, and students who arrive late to class or leave early will have 5 points deducted from their attendance grade

Required Text:
• Visual Quick Project: Creating a Web Site in Dreamweaver CS4 by Nolan Hester
• Online reading: Yale Web Style Guide Online: http://webstyleguide.com/index.html
• All other reading materials are in the form of hand-outs in class or web site links

Recommended Texts:
The recommended text are to further your knowledge in this course:
• Visual Quick Project: Creating a Web Site in Flash CS4 by David Morris
• Any "Dummies" or "Idiots" book(s) or find book(s) that fits your learning style
• Various recommended websites

Required Materials:
• External Hard Drive or USB Flash Drive (minimum 1 GB) or 10 recordable CD’s
• Three-ring binder for semester notes and assignments

• Various recommended websites
for each occurrence. If the attendance grade drops below 60 points the student will be withdrawn from the class. Students are solely responsible for obtaining any missed class materials including announcements, handouts, and assignments from the class website or from the instructor during office hours. Class notes can be obtained from classmates outside of normal class time. Missed lab time must be made up during open lab. Special note concerning attendance: It is very difficult to make up missed demonstrations presented in lectures and labs. Learning web design is a building process that uses step-by-step procedure, and if you miss one step you may find yourself lost during the next class period.

You will be required to use open lab time, a minimum of three hours a week, working on projects and exercises to understand software requirements.

If you are unable to attend class, you are responsible of contacting the professor of your absence. It is also your responsibility to get the assignment due in to the professor before week’s end and receive any supplementary instructions that were given in class for the next assignment from a fellow classmate, not the professor.

Expect the unexpected. If you have an assignment due on Friday, try to get it done a few days before. That way, if and when you are having technical problems, you will have some extra time to fix mistakes and troubleshoot. Remember: It is always better to show what you are working on than to show nothing at all. We can try to solve the problem(s) in class if necessary.

Grading Policy:
Assignments are to be turned in for grading on the due date, ten points will be deducted from any assignments turned in late and will only be accepted one week after the due date, assignments more than one week late will not be accepted for grading. Any photographic assignment, quiz, or test not submitted for a grade will receive 0 points.

- Projects (weekly and semester) and Homework Assignments =40%
- Attendance=10%
- Final Project=30%
- Final Exam=20%

**NO COURSE INCOMPLETES WILL BE GIVEN.** The schedule time frame for each assignment and exercise has been carefully selected. Failure to complete an assignment or project in the schedule time frame, a grade of “0” will be averaged with all other semester’s assignment and project grades.

Students who withdraw from the course must do so in accordance with the college policy to request a “W/D” as a final grade. Otherwise, unauthorized withdrawal from the course will result in a grade of “F.”

**Grading Scale:**
A Exceptional; means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, and neatness. The assignment exists as part of the complete design development. A quality piece of work.
B High; objectives are met and design principles are primarily well understood. May be lacking in overall design quality, craftsmanship, clarity, or design development. Good overall effort.
C Average; the minimum requirements of the assignment have been met but not exceeded. Extra effort and insight into development of the basic assignment are necessary to produce higher quality work.
D Below average; there exist problems in completely understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development are also apparent.
F Unacceptable; do assignment over. See instructor immediately for further clarification.

**Classroom and Lab Rules:**
Respect for the property, your fellow classmates and the faculty member are expected in this course.
• Cell phones, audible alerts, and pagers must be completely turned off during class, lectures, demos, and studio.
• No instant messaging, checking email, watching YouTube/videos, or being on the Internet, unless assigned, during class.
• No open food or drink is allowed near the computers. Use the tables in the center of the room for any open food or drink.
• No loud, excessive or distracting conversation.
• No use of computer mouse or keyboard during lecture unless assigned. You are expected to take notes during lectures.
• Unauthorized use of computer equipment, including destruction, unauthorized transfer or alteration of files, warrant failure for the course.
• Academic dishonesty on any test, research, or course work will constitute failure in the course.
• The use of copyright material will affect your final grade. Using someone else’s material is illegal.
• During studio time, you may listen with a headset to music, but the music must not be audible to anyone but yourself.

In accordance with College policy, any student guilty of the above may be receive a failing grade, be dismissed from the class, and/or be referred for further discipline proceedings.
## WEEKLY SCHEDULE:
This schedule could change during the semester to adjust for class needs.

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Studio</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| Week 1 | Course outline and semester projects discussed.  
Introduction to the history of the Internet, examination of sample sites (good and bad along with technology used)  
http://www.youtube.com/watch?v=9hIQjrMHTv4 | Introduction to Dreamweaver - defining site, exploring interface  
Hands on Dreamweaver exploration | Read:  
http://www.ratz.com/features.html |
| Week 2 | Web color and typography  
Beginner's Aesthetics | Set up first website that will explore colors and text | Read:  
DW Chapter 2: Create a Basic Web Site  
http://www.colorsontheweb.com/  
| Week 3 | Navigation, planning, storyboarding, accessibility | Project 1 Personal Web Page with the emphasis on functionality not design with text, images, links | Read:  
DW Chapter 5: Create Links  
| Week 4 | Optimizing images in Photoshop  
Interactive Story | Presentation of Project 1 | Read:  
DW Chapter 3: Add Images  
| Week 5 | Demonstration of Photoshop Web Gallery and Dreamweaver Web Album  
Alternative displays of images | Project 2 Interactive Story  
Good Design notebook critique | Read:  
DW Chapter 7: Add Interactivity  
| Week 6 | Interface Design | Project 2 Interactive Story | |

**Semester Project – Good Design Notebooks:** You will collect examples of good design from the web and print media and any sketches or doodles that these examples stimulated. Professional designers keep such notebooks to help stimulate their design creativity and insight. These notebooks will be collected three times in the semester and critiqued so one will be able to understand their own development and progress through the semester. A minimum of 50 entries are required.

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Studio</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 7</td>
<td>Rollovers, sliced images, image maps</td>
<td>Presentation of Project 2</td>
<td>Rollovers and sliced images</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Cascading style sheets</td>
<td>Project 3 Updating the Personal Website</td>
<td>Read: DW Chapter 6: Use Style Sheets</td>
</tr>
<tr>
<td></td>
<td>Redesigning a website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>Introduction to Flash</td>
<td>Project 3 Updating the Personal Website</td>
<td></td>
</tr>
<tr>
<td>Week 10</td>
<td>Actionscripting in Flash</td>
<td>Presentation of Project 3</td>
<td>Good Design notebook critique</td>
</tr>
<tr>
<td>Week 11</td>
<td>Creating Flash photo galleries and banner ads</td>
<td>Organizing and storyboarding</td>
<td>Final Project</td>
</tr>
<tr>
<td>Week 12</td>
<td>Integrating Flash with Dreamweaver</td>
<td>Final Project</td>
<td></td>
</tr>
<tr>
<td>Week 13</td>
<td>ISP reviews / Hiring a company</td>
<td>Final Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publishing your website</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 14</td>
<td></td>
<td>Polishing for presentation</td>
<td></td>
</tr>
<tr>
<td>Week 15</td>
<td></td>
<td>Presentation of Final Project</td>
<td>Good Design notebook critique</td>
</tr>
</tbody>
</table>