

The University of Georgia

ARGD4080, Web Design

Outline, Spring 2002

Please note: The contents of this course outline may be revised by the instructor during the quarter. The changes may be effected to improve and facilitate the students'

COURSE DESCRIPTION This course covers core web design and development concepts, and focuses specifically on Macromedia's Dreamweaver and Flash authoring environments. Students will learn to plan for web development with thorough documentation before creating a web site. The final output of this course is a high quality web site with elements of interactivity and animation.

ROOM / TIMINGS Tuesday 2:00-4:45 PM, G4 lab
Thursday 2:00pm-4:45pm, G4 lab

INSTRUCTOR Aarron Walter

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Phone: 1800.275.4242 ext. 2605
Office hours:
TBA

REQUIRED TEXTBOOKS Dreamweaver 3 Visual Quick Start, by J. Tarin Towers.
Peachpit Press, (2001). ISBN: 0201702401

Flash 5 Visual Quick Start, by Katherine Ulrich.
Peachpit Press, (2001). ISBN: 0201716143

OTHER MATERIALS Two Zip Disks, One for saving your work and one for backing up your work.

COURSE ON-LINE The class web site is an essential part of the course as it will notify you of readings, relevant links, store lecture and lab notes, and other information needed for the course. Please check it often as it is constantly updated.
<http://www.thecreativityengine.com/argd4080/>

COURSE GRADING The final grade will be based on the following:

Activity	%
Assignment 1: Design Document & Site Map	15
Assignment 2: Story Board	15
Assignment 3: Final Project	30
Midterm Exam	20
Final Exam	20

Grade

Marks	Grade
96 - 100	A
90 - 95	A-
86 - 89	B+
83 - 85	B
80 - 82	B-

Marks	Grade
76 - 79	C+
73 - 75	C
70 - 72	C-
65 - 69	D
60 - 64	F

Submitting Assignments

All assignments need to be turned in via the drop box on the class web site by the assigned due date or handed in to the instructor in person. Contact the instructor immediately if you are confused about the drop box.

If handing in an assignment in person, be sure to include the following information:

- Name
- Assignment number
- Assignment title
- Course number, name and section
- Instructor's name
- Due date (from the course outline)
- Date of submission
- Total number of pages (or components e.g., disk, paper, online site)

Late Assignments

Assignments will **NOT** be accepted after the due date. If you are absent on the day an assignment is due, you must contact the instructor prior to the class via phone or email placing notice of the circumstances preventing your attendance. If the instructor finds the absence warranted, then the assignment will be accepted the following class. Exceptions will be made only in extenuating circumstances (i.e. serious illness, family emergency, nuclear holocaust, etc.). *The decision to accept and approve the exception is entirely at the discretion of the instructor.*

ATTENDANCE POLICY

Due to the nature of the material that is covered in this course, attendance is critical. All topics covered build upon one another, thus making it more difficult to catch up if you miss class. Your third absence from class will drop your grade half a letter. Missing four classes will drop you from the course.

SCHEDULE

Please see the class web site for an up to date schedule.

Assignments

Design Document & Site Map

Due Date: 2/5/02

Assignment Value: 15%

Description

Develop a thorough site map that will illustrate the structure of your site and how the pages will relate. In addition, create a design document that will outline your approach to the site including justification of aesthetic choices, navigation, information design, site concept, and other pertinent information. See the files section of the class web site for guidelines for creating your Design Document and Site Map.

Marking Criteria:

Organization [1 point]

Presentation [.5 points]

Thoroughness [1.5 points]

Quality of Ideas [2 point]

Labeling and Navigation [2.5]

Following Directions and Documentation Criteria [2.5]

Story Board

Due Date: 3/5/02

Assignment Value: 15%

Description

Create a story board for each page in your final project. Your designs should be mounted and presented within a browser window. Include with each design the following information:

- * Site Name
- * Page Name
- * File Name
- * Fonts to be used
- * Hexadecimal values of colors
- * Descriptions of Interactions

Marking Criteria

Presentation [2.5]

Creative Interpretation [5]

Design Quality [5]

Following Directions [2.5]

Album Web Site (Final Project)

Due Date: 4/18/02

Assignment Value: 30%

Description

Create a web site with the aesthetic and conceptual sensibility of your favorite album. Your site should have a home page with to introduce the viewer to your project. You should have a page for each song on the album including the lyrics for the song. Each song page should reflect the intentions of the song, yet remain within the over all aesthetic of the entire site. Include a page with information about the band, a credits page (copyright info, design credits, record label info, etc.), and a contact page with information for contacting you, the band and the record label. Your site should integrate Flash content, and may include short audio clips. Use Cascading Style Sheets throughout your site.

Be sure to add the following byline to the bottom of each page:

This web site was created as an educational project at the University of Georgia, and is not intended for informative or commercial purposes.

Your web site should be uploaded to a server, tested and bug free before presentation.

Marking Criteria

Design Quality [10]

Creative Interpretation [10]

Quality Assurance [5]

Fulfilling requirements [5]

A Day In the Life (Final Project)

Due Date: 4/18/02

Assignment Value: 30%

Description

Create a web site that creatively represents a 24 hour period in your life. Your site should have a page for each hour, and include a global navigation system that allows the user to move through the site both linearly and nonlinearly. Create a home page that introduces the intentions of the site, and a contact page that allows the user to send you email. Your site should make use of visual and audio media which capture your day. Incorporate text from your day which could come from conversations, books or magazines you may have encountered, signs, etc. Use Cascading Style Sheets throughout your site.

Your site should be uploaded to a server and thoroughly tested for Quality Assurance before presentation.

Marking Criteria

Design Quality [10]

Creative Interpretation [10]

Quality Assurance [5]

Fulfilling requirements [5]

Midterm Examination

Due Date: 2/28/02

Assignment Value: 20%

Description

Your midterm will be a practical examination testing your ability to use the software discussed the first half of the quarter.

Final Examination

Due Date: TBA

Assignment Value: 20%

Description

Your final exam will be short essay questions covering all of the concepts discussed over the semester.

Best Design Extra Credit (Final Project)

Due Date: Voted on at presentation

Assignment Value: 2%

Description

At the presentation of your final project, the class will vote for one best web design award, earning a 2% addition to your final grade. The award will be given based on students votes and final instructor decision.