WEBSITE DESIGN

The University of Tulsa

School of Art, Design and Art History - Spring 2018

Course: ART 3113 Website Design

Classroom: Phillips Hall 310

Time: Monday, Wednesday – 6:00 p.m. - 8:20 p.m.

Room: Phillips Hall 310

Instructor: Maxx Crawford

GENERAL CRITERIA:

The first stage of any web design project is developing the concept. It is here at the beginning of the project that you have to answer some essential questions:

- Why is this website needed?
- Who will it need to communicate with?
- What device(s) are the target audience using?
- How can communication be achieved most effectively?
- What are the specific actions users will perform on your site?

COURSE OBJECTIVES:

This course covers principles of website architecture, planning, design, and production. Emphasis will be placed on aesthetics and usability of websites.

The applications used will be Adobe Photoshop and Adobe Experience Design (XD). Photoshop will be used extensively as a design tool to explore navigation and image design possibilities. XD will be used to develop wireframes and prototypes. Knowledge of HTML is not necessary for this course.

During this course, the student will learn to choose technologies that make sense, based on who the audience is, how best to communicate with them, and what the audience needs to walk away with.

Another important element that will be taught is project and content management. The student will be exposed to the challenges of content and its role in the development of the website.

Topics

The following subjects will be covered throughout the semester.

- Understanding the Web
- Atomic Design and Design Systems
- Responsive Design
- Asset Generation
- Web Typography
- Accessibility Design
- User Experience Design
- Content Frameworks and Themes (WordPress)

Course Materials & Supplies

Textbooks

The following books are required for this class. Note that reading chapters will be assigned and students will present the assigned chapters in class. Be sure to be prepared to present and discuss them in class. See attached tentative reading schedule at the end of this document.

- Designing for Emotion by Aarron Walter (ISBN: 978-1-937557-00-3)
- Design for Real Life by Eric Meyer & Sara Wachter-Boettcher (ISBN: 978-1-937557-40-9)
- Responsive Web Design by Ethan Marcotte (ISBN: 978-1-9375571-8-8)
- Responsive Design: Patterns and Principles by Ethan Marcotte (ISBN: 978-1-937557-33-1)

Software
- Adobe Creative Suite
  - Photoshop CC 2018
  - XD CC 2018
  - Illustrator CC 2018
- InVision (Student/Education Account)

Equipment

The following items are required for the class.

- 16GB USB Flash Drive (or larger)
- Dot grid paper for prototyping (Recommend two dots per inch or smaller)

GRADING:

The final grade in this class will primarily be based on two websites that each student will design in this course. Failure to complete these projects will result in a lower grade or an incomplete. The two sites created by each student will be graded individually. Class participation in critiques and lectures, technical expertise learned and practiced, creative solutions to design and overall class performance will also be a factor in the final grade.

Additionally, a portion of your grade will be based on week-to-week assignments. These include reading summaries, prototypes, inspiration critiques and style guide/assert recreations.

Project Grading Breakdown
- ⅓ Grade – Local Website Redesign
- ⅓ Grade – Portfolio Website Design
- ⅓ Grade – Weekly Assignments + Final Exam

The Grading Scale:
- **A** – All requirements met, outstanding work and effort, both in and outside of class. Creative, imaginative, and skilled. Active participant in class.
- **B** – All requirements met, very good work and effort (above average), some initiative shown
- **C** – All requirements met with average effort and accomplishment
- **D** – All requirements met with minimum effort, showing an obvious lack of interest in course, poor craftsmanship
- **F** – Not enough work, effort, or attendance to justify credit for the course

ATTENDANCE & PARTICIPATION:

There is no stated attendance policy. All students are expected to attend all class sessions unless excused by the instructor for legitimate reasons. Unexcused absences or multiple absences will result in an inferior final grade since the student will be unable to obtain all the necessary information for the course. If you miss more than six classes you should drop the course or will receive an "F". More than three absences will receive one letter grade in reduction.

It is of the utmost importance that each student has projects completed and ready to view at the time of designated critiques. Critiques, whether with the class or individually, are extremely valuable parts of this course. The ability to discuss work, as well as the work of others, is crucial. So much so, that a percentage of the overall grade is based on participation in these discussions.

Note that a large portion of the work for this class is completed as assignments outside of the regular scheduled class times. Please be prepared.

Attendance for all critiques is required. Any arrangements to individually reschedule exams or critiques must be made two weeks prior to the scheduled event(s), with the exception of emergency or illness. In the event of class tardiness the student shall notify the professor via email, otherwise the student will be counted as absent.

GENERAL NOTES

Spring Term 2018

- Jan 8, 2018 – Spring Term Begins
- Jan 15, 2018 – Martin Luther King Day
- Mar 19 - Mar 23, 2018 – Spring Break
- Apr 23, 2018 – Spring Term Ends
- Apr 24 - Apr 25, 2018 – Reading Days
- Apr 30, 2018 – Final Exam
- May 5, 2018 – Commencement Ceremony

Copying or Recording

Course materials prepared by the instructors, together with the content of all lectures and review sessions presented by the instructors are the property of the instructors. Video and audio recording of lectures and review sessions without the consent of the instructors is prohibited.

On request, the instructors will usually grant permission for students to audiotape lectures, on the condition that these audiotapes are only used as a study aid by the individual making the recording. Unless explicit permission is obtained from the instructors, recordings of lectures and review sessions may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Student Services

Students with disabilities should contact the Center for Student Academic Support to self-identify their needs in order to facilitate their rights under the Americans with Disabilities Act. The Center for Student Academic Support is located in Lorton Hall, Room 210, x 2315.

All students are encouraged to familiarize themselves with and take advantage of services provided by the Center for Student Academic Support such as tutoring, academic counseling, and developing study skills. The Center for Student Academic Support provides confidential consultations to any student with academic concerns as well as the students with disabilities.

Community Design Organizations

There are many important organizations for advertising and design here in Tulsa. Please research and consider joining them. Networking opportunities through these groups are valuable during your studies and after graduation.

- Art Directors Club of Tulsa
- Techlahoma / Tulsa Web Developer Group
- Tulsa UX
- AIGA American Institute Graphic Arts (National)
- American Advertising Federation Tulsa

READING SCHEDULE

Tentative Reading Schedule

Please be prepared to discuss the following chapters on these days.

DATE	BOOK	CHAPTER
Wednesday, Jan 10	Design for Real Life	Chapter 1
Wednesday, Jan 17	Design for Real Life	Chapter 2
Wednesday, Jan 24	Design for Real Life	Chapter 3
Wednesday, Jan 31	Design for Real Life	Chapter 4
Wednesday, Feb 7	Design for Real Life	Chapter 5
Wednesday, Feb 14	Design for Real Life	Chapter 6
Wednesday, Feb 21	Design for Real Life	Chapter 7
Wednesday, Feb 28	Design for Real Life	Chapter 8
Wednesday, March 7	Design for Emotion	Chapter 1
Wednesday, March 14	Design for Emotion	Chapter 2
Wednesday, March 28	Design for Emotion	Chapter 3 & 4
Wednesday, April 4	Design for Emotion	Chapter 5
Wednesday, April 11	Design for Emotion	Chapter 6
Wednesday, April 18	Design for Emotion	Chapter 7