SHSUGRAPHICDESIGN

Syllabus/Course Outline
ARTS3375.01 :: Website Dev
CRN 80733
Meetings: TR, 9.30 AM–12.20 PM
Room Number: ARTE101
Fall 2017

Cesar Rivera :: Asst. Professor
Office: E104
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Office Hours
T, 8.30–9.30 AM
(Appointment preferred)

Sam Houston State University
Department of Art
Graphic Design Program

Class Description

The Web Site Development course's purpose is to give students an understanding of how to design User Interface (UI) and User Experience (UX) using Web design as a platform.

People are using the internet to do all sorts of activities: shop, read, entertain, and socialize, among them. It is our role as Communication Designers to create informative, visually organized, and usable web sites so that people of varied technical levels can navigate and find the information that they are looking for quickly and without frustration.

We will be designing our sites with Adobe Illustrator and developing the sites in HTML and CSS. In addition, we may use Twitter and/or Pinterest for our research.

Goals and Objectives Specific to the Class

1. To understand how to observe for design patterns in Web sites
2. To speak critically about other's Web sites and to learn from successful site designs
3. To understand how interactive elements impact daily life
4. To learn the design process from visual brief, rough & comp to execution
5. To understand your audience (who's going to be using your site?)
6. To understand how people interact with navigation
7. To understand Internet and programming terminology
8. To understand the use of typography as it relates to web design
9. To learn proper file-handling techniques
10. To learn proper universal access techniques (for viewing/auditory impaired audience)
11. To be able to function in a small-agency level environment
12. To be able to collaborate with developers when you need them
13. To finally understand how the internet works, since you spend significant time on it!

Goals and Objectives Which Apply To Any Graphic Design Class

1. To further your understanding of conceptual design solutions and visual problem solving.
2. To broaden and refine your mastery of composition.
3. To develop a deeper understanding of the creative process.

Methods of Instruction

1. Lecture/Discussions
2. Demonstrations
3. In-class and out of class exercises

Class days are used for you to get started on your projects and to complete exercises. They will also be discussion-heavy in some cases, so don't be shy. It is an opportunity for me to be available to help you as you construct your assignments and is extremely important that you be present for all class days.

Part of being a designer is the ability to talk about design and projects that your colleagues are working on. It is mandatory that you contribute to the discussions, critiques and brainstorming sessions.

Required Reading
Ordering Disorder Grid Principles for Web Design by Khoi Vinh
HTML and CSS: Design and Build Websites by Jon Duckett

Suggested Reading
Undercover User Experience Design by Cennydd Bowles and James Box
Simple and Usable: Web, Mobile, and Interaction Design by Giles Colborne

SHSUGRAPHICDESIGN

Syllabus/Course Outline
ARTS3375 :: Web Site Development
Cesar Rivera :: Asst. Professor

Designing with the Mind in Mind by Jeff Johnson
The On Demand Brand by Rick Mathieson
Don't Make Me Think by Steve Krug.

NOTE: There are many fine books in the university library full of helpful examples, tips, and guidelines. The library also carries many annuals specific to the Communication Design field including those published by the New York Type Directors Club, CA, Graphis, and many others. Additionally, all students who are enrolled in any art course receive a lynda.com membership which gives them access to a vast online library of courses on the latest software tools and skills taught by recognized industry experts through high-quality instructional videos.

Typography Websites

https://fonts.google.com
http://webtypography.net
http://typecast.com/blog/a-more-modern-scale-for-web-typography
http://webdesign.tutsplus.com/series/a-z-of-web-typography--webdesign-11706
http://femmebot.github.io/google-type/
http://hellohappy.org/beautiful-web-type/
http://font-combinator.com

Required Supplies

2GB or larger USB memory key, external hard drive, or cloud based storage
SHSU e-mail address
Graph paper, pencils
Your Brain

Required Resources

Twitter Account	SnapChat Account
Pinterest Account	Instagram Account

Other supplies may be required depending on the need for each project.

Evaluation and Grades

Your grade for each project is determined by taking in account your design process including: turning in all of the required materials, concept strength, execution quality, participation in class, presentation abilities, and participation in the critique. Grading on exercises is based on level of completion. **Exercises cannot be made up if missed.**

1. All projects will be evaluated on the basis of the following criteria:
   a. Concept. Message development and the clarity and originality of your idea for conveying the message.
   b. Layout. Composition of the piece to communicate the concept and brand.
   c. Technique. Mastery of materials, techniques, tools, and presentation.
   d. Production. Mastery of materials, techniques, tools, and presentation.
   e. Involvement. Attendance, in-class work time, outside reading, and participation in class discussion.

2. Student involvement and participation: this is as important as any of the items listed above. You will be blanketed with new and unfamiliar information through out the semester and your ability to digest, use, and understand this information will determine and improve the quality of your verbal and nonverbal communication.

3. The final course grade will breakdown as follows:
A.	Online Activity	5%
B.	Exercises	25%
C.	Main Projects	70%

Syllabus/Course Outline
ARTS3375 :: Web Site Development
Cesar Rivera :: Asst. Professor

4. Grading Standards

C: *Acceptable.* Complete work with a straightforward or unoriginal concept, appropriate but predictable design approach, solid work ethic, and fair visual resolution and technical skills.

B: *Very good.* Meets high expectations. Demonstrates clear intentions, conceptual rigor with some complexity, solid composition, prolific work ethic, and polished technical skills.

A: *Excellent.* Surpasses expectations; surprises yourself and the professor. Demonstrates original and agile thinking, complexity and depth of concept, clarity of visual communication, prodigious work ethic, and impeccable technical skills. Few students receive this grade.

D: *Poor.* Work is complete, but is lacking in conceptual basis, displays poor work ethic or unresolved visual composition, and contains technical mistakes.

F: *Failure.* Insufficient work and commitment to the project.

There is no re-submission of projects for a change of grade.

Class Attendance

Class attendance is absolutely mandatory. After three absences your final course grade will be lowered by one full letter grade. Each absence afterwards will result in a further lowering of your final grade by one full letter grade. You will not pass this course with six or more absences. Class begins promptly at the scheduled time, and role will be taken at the beginning of each class. If you arrive late, it is your sole responsibility to make sure the attendance record is adjusted. Late arrivals and early departures will both be considered »late« for that day and three lates equal an absence. Arriving or leaving up to 10 minutes after class has begun or before it finishes will be considered late. Arriving or leaving up to 30 minutes after class has begun or before it finishes will be considered an absence. Arriving late to a critique after it has begun will result in a 10 point deduction in your project grade. Students that are »absent« or miss an assigned critique/project due date will incur a 25 point deduction on the project however the project must be delivered to the professor listed above no later than 11:59 PM CST on the project due date. In addition, failure to personally show your work for a critique at any stage of the semester will result in a lowering of the grade on that project.

The responsibility to obtain missed information from your classmates and catch up on subsequent due materials is solely on the student. If an absence is excusable with proper documentation, the student must turn in the work by the next class period or it will be considered missed.

DROPPING CLASSES – University policy states that a student may drop a class with an automatic »Q« by 10 NOV. All semester projects will be included in the final grade assesment. Students will not be permitted to drop courses after this date.

Assignments

It is expected of students to have the materials and/or working files on hand in class for review and work periods. Reviews of on time and complete work will be done first, and the professor reserves the right to not review incomplete or late work in class. Generally, a policy of discussing work out of class happens only if the student presented in class.

A process folder must be kept for all assignments in this class. Keep all the materials gathered or created for the project in that folder. Also turn in digital versions of all projects to an in-class specified location online.

SHSUGRAPHICDESIGN

Class Conduct and Academic Honesty
Surfing the web during class is unacceptable. Any use of any social media sites, cellphones and/or personal e-mail sites during class that are not directly related to the course will be considered disruptive and will lead to dismissal from the classroom after one warning. Being disruptive during your peers' critiques, using any offensive language, racial or sexual orientation intolerance, or other disrespectful acts towards your peers will lead to immediate dismissal from the classroom. Such behavior may result in a »Late,« an »Absent,« and/or academic discipline.

Please do not bring anything into the classroom (particularly active cell phones) or engage in activities (text messaging, emailing, social networking) which will distract from this purpose: this includes electronic cigarettes or vaping apparatuses. »Vaping« is not an acceptable activity in this class. Drinks in containers with lids are OK; do not plan to eat your lunch in class. We will have a break during which you may eat, check email, and use mobile devices. Please bring headphones if you would like to listen to music during studio work time.

Review the student handbook on the University's Academic Honesty policy in regards to cheating as well as proper conduct in the classroom. The university is committed to enforcing all policies concerning academic honesty, as defined in the student handbook. If necessary, students must submit writing exemplars upon request to verify writing style and level. For a complete listing of the university policy, see: http://www.shsu.edu/dept/dean-of-students/index.html

Working at Home
Designers are expected to be resourceful. Please try to use the web to find the answer to questions before e-mailing the professor (replies may take up to 48 hours).

Other Policies and Materials
This class and all other graphic design classes follow the basic creative processes and standards set in the WASH program. The WASH experience should be the first reference in addressing any questions regarding the standards for the creative process, presentation, and review.

Students with Disabilities
Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations. See the complete policy at http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf

Religious Holy Days
Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20…." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For complete listing of the university policy, see: shsu.edu/dept/academic-affairs/documents/aps/students/861001.pdf

Academic Grievence Procedures Policy (Academic Policy 861001)
See http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf

Classroom Visitors
Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

Department of Art BFA Review
The purpose of the BFA Review is to ensure that students have learned basic principles and techniques needed for advanced art courses.

All Art students must successfully complete all of the Art Foundation courses and the BFA Review before being accepted into a BFA program in Computer Animation, Photography, or Studio Art. Graphic Design has a separate BFA Review.

The Art Foundation Courses are WASH, Drawing, Life Drawing 1, and Foundations in Digital Art. (ARTS 1313, 1314, 1315, 1316, 1317 & 2313). Students must pass each course with a grade of C or higher to take the BFA Review and proceed to upper level courses. The semester after all of the Foundation courses are complete, students must sign up for the BFA Review. Students should see an art advisor every semester to ensure they take the BFA Review on time. It should be taken the semester immediately following the completion of the Foundation Courses. (Generally, the semester after Life Drawing 1.)

Students who do not pass the BFA Review may re-take it the following semester. Students who do not pass on the second attempt will not be allowed to continue as BFA majors, but may follow the degree plan for the BA in Art. Non-participation after signing up or being advised to sign up will count as a failure of that semester's review.

Graphic Design students must complete Principles of Graphic Design (ARTS 2323) and participate in a BFA Review at the end of the semester that they are enrolled in Typography (ARTS 3322). For more information on the BFA review see the Department of art web page: http://www.shsu.edu/academics/art/review/

Defacing University Property
Do not paint on concrete, asphalt, trees, sides of buildings, interior walls or floors of buildings etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray. Defacing university property is prohibited by university policy. Students will be held responsible for the cost of damages to the facilities. **Do not use craft knives on the work tables.**

Laptop Requirement
Students in the Department of Art are required to own a laptop as specified by each BFA program. Macintosh laptops are strongly recommended and can be purchased at discounted rates for students. The specifications for each BFA program and links to the Apple Store can be found on the Department of Art website: http://www.shsu.edu/academics/art/resources/laptop-initiative.html. Students will be required to have laptops and the Adobe Creative Suite software in art courses that require computers. Laptops must meet or exceed the specifications described and be capable of interfacing with Department printers and other peripheral devices.

Outreach
Studies at SHSU, as well as life in general, can be stressful, and at times be overwhelming. Should guidance in coping with studies or other situations be needed please bring it to the attention of a professor or an administrator. In most cases, she or he can be of assistance in referring students to the proper services provided on campus.

The professor reserves the right to make changes to this syllabus and the assignment schedules if he feels it will improve the educational experience of this course. If substantial changes are made a revised syllabus and/or schedule will be provided.