

artd299-jm

Now that we have access to endless information, what are we going to do with it? There is a need to seek out better means of processing information on the web. As web designers, we need to find new paths to providing the user with more information while also exploring novel ways to engage users. This course will examine what comes after Web 2.0.

We will focus on finding new ways of engaging a web audience using standards compliant code. You will be challenged to make informed design decisions with graceful technical implementation. Aside from enhancing your design process and CSS knowledge, topics will include information architecture, search engine optimization, usability, accessibility, content management systems, client interaction and presentation. Emphasis will be placed on solving complex problems without compromising quality of design or code.

Course Schedule

- ★ **WEEK ONE:**
1/15: Course introduction. Discussion: process. Project 1: part 1 assigned. In class project.
1/17: Review project 1: part 1 materials. Register for web hosting
- ★ **WEEK TWO:**
1/22: Project 1: part 1 design comps due. Interim design crit.
1/24: Project 1: part 1 final design comps due. Start building site and DOCUMENT your process in as many ways as possible.
- ★ **WEEK THREE:**
1/29: In class work—code for project 1: part 1. CSS review.
1/31: In class work—code for project 1: part 1.
- ★ **WEEK FOUR:**
2/5: Project 1: part 1 coded site due. Assign project 1: part 2.
2/7: Project 1: part 2 design crit.
- ★ **WEEK FIVE:**
2/12: In class work.
2/14: Project 1: part 2 coded site due. Project 2 assigned. Discussion: information architecture (sitemaps and wireframes).
- ★ **WEEK SIX:**
2/19: Project 2: wireframes, sitemap due. Discussion: CMS options: wordpress, drupal, blogger, movable type. Introduction to wordpress. Begin Project 2: design.
2/21: Project 2: interim design crit
in class work: setting up wordpress on server
- ★ **WEEK SEVEN:**
2/26: Project 2: final design crit. In class work: project 2: code.
2/28: Discussion: wordpress templates. In class work.
- ★ **WEEK EIGHT:**
3/4: Project 2: interim code crit.
3/6: In class work: wordpress.

COURSE MEETING TIMES

T + Th, 4-6:40p in 336A

OFFICE HOURS

T + Th, 3-4p

INSTRUCTOR

Jessica Mullen
jmullen@uiuc.edu

BOOK

Pro CSS Techniques

by Jeff Croft, Ian Lloyd, and Dan Rubin
Students are required to purchase this book the first week of class and to bring it to class daily.

EMAIL POLICY

Emails will be returned within 24 hours. Google might be faster.

School of Art & Design UIUC Spring 2008

GRADING POLICY

Class time will be spent on lectures, working on and critiquing projects, and on in-class projects and discussions. Timely completion of projects and assignments is required. Late work will not be accepted for any reason. Each of the following areas will be considered in your final grade:

- + design process (research, conceptual sketches, materials, PSD production, etc)
- + project grades (design and coding) for 3 projects
- + presentation grades
- + participation in discussions & critiques
- + completion of in-class projects
- + attendance

If at any time you have a question about your graded progress do not hesitate to ask.

ATTENDANCE POLICY

Attendance is mandatory. After three absences, your final grade will be dropped by 10 percent. Upon subsequent absences, your final grade will continue to drop by 10 percent. You are expected to be punctual, to come to class prepared, and to remain in class for the entire class period. If you are tardy more than 3 times, you will incur an absence on your record.

COURSE WEBSITES

www.jessicamullen.com/artd299_sp08
course website

www.jessicamullen.com/css
for reference: introduction to web design and development site from summer 07

del.icio.us/artd299_sp08
social bookmarking for submitting projects
login: artd299_sp08
password: det0nate
always include your name in the tags

Course Schedule

- ★ **WEEK NINE:**
3/11: In class work: wordpress.
3/13: Project 2 due: formal presentation. Project 3 assigned.
- ★ **WEEK TEN: 3/18, 3/20 (SPRING BREAK)**
- ★ **WEEK ELEVEN:**
3/25: Project 3: concept and initial design due.
3/27: Discussion: search engine optimization, advertising, increasing web traffic.
- ★ **WEEK TWELVE:**
4/1: Discussion: web media/experimental video. Project 3: interim design crit.
4/3: In class project.
- ★ **WEEK THIRTEEN:**
4/8: Project 3: final design crit.
4/10: Project 3: begin coding.
- ★ **WEEK FOURTEEN:**
4/15: In class work.
4/17: Project 3: interim code crit.
- ★ **WEEK FIFTEEN:**
4/22: In class work.
4/24: In class work.
- ★ **WEEK SIXTEEN:**
4/29: Project 3 due: formal presentation.