

SYLLABUS

MDIA 1001



University of the West Indies / CARIMAC / Winter 2013 - Tue + Thur / MDIA 1001 Web Page Layout and Design

Instructor David Soutar / Cell: 876 298 6527 / Email: me@davidsoutar.com

Office Hours Tuesday 1pm - 3pm & Friday 8am – 9am - CARIMAC Annex Office 3, by appt.

COURSE DESCRIPTION

MDIA 1001 offers an introduction to web design design and layout using HTML and CSS. The topics for this course include conceptual approaches to data organisation, basic graphic design considerations germane to this medium and production skills using digital media applications. The primary production environment will focus upon HTML and CSS, but the broader emphasis will be upon planning, preparation, file management, conceptualization, workflow and delivery strategies.

PRE-REQUISITES

None

LEARNING OUTCOMES

By successfully completing this course, students will demonstrate the following skills:

- A firm grasp of the principles of Web Design
- Knowledge of HTML and CSS
- Responsive Design for multiple platform.
- Working with grid systems.
- A firm understanding of Information Architecture.
- Interface Design and User Experience.

REQUIRED MATERIALS / SUPPLIES*

Digital Data Storage Media: USB Flash Drive USB, 2gig minimum capacity.

REQUIRED TEXTS

Jesse James Garrett - *The Elements of User Experience*
 Patrick J. Lynch & Sarah Horton - *Web Style Guide 3rd Edition*
 HTMLdog.com - *Tutorials*

WEEKLY READING ASSIGNMENTS

Each week there will be a Weekly Reading(s). You will be expected to read all Weekly Readings, coming to class prepared with questions or comments. This will depend on the entire class as a whole participating, not just a handful of students. Failure of the class to read Weekly Readings will result in a two page paper, on a subject/question of my choosing, for subsequent readings through the end of the semester.

AdobeTV - *Part 1 - Five Essential Principles of Interaction Design*
 UX Magazine - *Guiding Principles for UX Designers by Whitney Hess*
 Wikipedia - *The Paradox of Choice: Why More Is Less*
 Luke Wroblewski - *10 Things I Learned In Web School*
 Vitaly Friedman - *10 Principles Of Effective Web Design*
 Braden Kowitz - *Why you should move that button 3px to the left*
 A List Apart: Noah Stokes - *CSS Positioning 101*
 A List Apart: Noah Stokes - *CSS Floats 101*
 A List Apart: Jonathan Smiley - *Dive into Responsive Prototyping with Foundation*
 A List Apart: Mat Marquis - *Responsive Images and Web Standards at the Turning Point*
 Colleen Jones - *The Magic of Metaphor*
 Liz Danzico - *The Line Between Clarity and Chaos - An Interview with Barry Schwartz*
 Tobias Komischke - *Colors and the UI*

HOW THE CLASS WORKS

Class meets Tuesday and Friday in **the Annex Lab** for critiques, lectures, project comps, computer demonstrations, troubleshooting and project related work. Tutorials are held on Fridays and it is strongly advised that you attend. Projects are scheduled to last approximately 1-5 weeks each, depending on complexity. Class crits are an integral part of the course. Crits will be intense and directed by the class, with the my role as moderator. Criticism shall be of a constructive nature, with the intent of helping your classmate develop his/her skills.

COURSE GRADE SCALE

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
0 – 59%	Fail

A = Performance of the student has been of the highest level, showing sustained excellence in meeting course responsibilities.

B = Performance of the student has been good, though not of the highest level.

C = Performance of the student has been adequate, satisfactorily meeting the course requirements.

D = Performance of the student has been less than adequate.

F = Performance of the student has been such that course requirements have not been met.

ALL ASSIGNMENTS ARE DUE AT THE BEGINNING OF THE CLASS/CRITIQUE.

WEBSITES

AIGA - <http://www.aiga.org>
 A List Apart - <http://www.alistapart.com>
 Brand New - <http://www.underconsideration.com/brandnew>
 Communication Arts - <http://www.commarts.com>
 Creative Review - <http://www.creativereview.co.uk/home>
 Design Observer - <http://www.designobserver.com>
 Fontifier - <http://www.fontifier.com>
 Fonts 101 - <http://www.fonts101.com>
 FFFFfound - <http://fffffound.com>
 Full Size Posters - <http://www.fullsizeposters.com>
 The Grid System - <http://www.thegridsystem.org>
 HTMLDog - <http://htmldog.com>
 ID & IxD Wiki <http://wiki.idux.com>
 Jeffery Zeldman - <http://www.zeldman.com>
 Jesse James Garrett - <http://www.jjg.net>
 John Maeda - <http://plw.media.mit.edu/people/maeda>
 Social Design Notes - <http://backspace.com/notes>
 TED - <http://www.ted.com>
 W3 Schools - <http://www.w3schools.com>
 Web Step Book - <http://www.webstepbook.com>

GRADING POLICY

Weekly assignments/exercises are valued at 10 points. Final projects are worth 100–600 points. Work that is incomplete or executed incorrectly will receive fewer points. Final projects are graded on the final criteria:

Design/Imagery	30 points
ID/UX	30 points
Markup	15 points
Wireframes	15 points
Thesis	10 points

Also considered are the following:

Concept - originality and clarity of idea

Design - organization, format, continuity

Imagery - execution of artwork

Type - typesetting, spelling, grammar, proofreading

Execution - ability to follow project directions, quality of final output

PROJECTS AND GRADES

Grades are based on completing these assignments:

Projects

Written Reports

Readings / Essays

Personal Tumblr / Sketchbook

Final grades will be determined by the following:

- comprehension and understanding of concepts covered in class
- ability to verbalize about images and concepts
- quality of work during semester
- contact with instructor and interaction with classmates
- class participation and contribution to group critiques/discussions
- attend all class sessions for full class time
- attend field trips and/or lectures by guest speakers during the semester - TBD
- complete assignments by due dates
- keep a design diary/sketchbook (which will be due at end of course)

With each project, you will be expected to turn in a typed, one page thesis - in which you will [1] present your problem, [2] state what the project represented to you, [3] explain your design decisions, [4] your solution and [5] a conclusion in which you determine whether you were successful or not.

All Projects will be identified with the following:

1. MDIA 1001 - Web Layout / Soutar
2. Your Name
3. Project Name
4. Date

LATE PROJECTS WILL NOT BE CONSIDERED FOR A GRADE/CRITIQUE.

ONLY PROJECTS PRESENTED DURING SKETCH/COMP REVIEW/CRITS WILL BE ELIGIBLE FOR IN CLASS FINAL CRITS.

A URL and a ZIP file of your project may be emailed or on a CD turned in at the end of the semester. Failure to send either the URL or ZIP file will affect your grade. ZIP files should be named using the following protocol: MDIA1001-PROJECT-J DOE.zip

ATTENDANCE

It is very important that you attend each class. You will be expected to attend all class sessions, on time, for the full class time.

*3 lates = 1 absence

3 unexcused absences = a loss of 1 letter grade

3 or more unexcused absences = a failed grade for the course

*You are considered late if you show up to class after the official class time. If you arrive to class after roll has been taken, **IT WILL BE YOUR RESPONSIBILITY TO NOTIFY ME OF YOUR LATENESS**, in order for me (or the T/A) to mark you as late and not absent for the class session.

HOW TO SUCCEED

Web Design requires considerable attention to detail and discipline, for most of you the is will intail learning a new language and battling with the syntax. Get into the habit of writing clean code, use proper indentation and remember to leave comments. Months or Years later you may be asked to update your code, leaving yourself a roadmap makes things easier. Other designers who will come into contact with your code will thank you, clean and well commented code is simply good manners. HTML and CSS are not perfect langauges, you will have to use work-arounds and hacks, so read more than tutorials, read articles and editorials, join discussion groups, tips and tricks are out there, find them. Support each other, if you've figured out or found something usefull share it with your classmates.

Debugging your code takes time, so don't wait till the last minute. Manage your time wisely, things will go wrong and you will wish you had more time. Sketch and plan your design before you even touch the computer, conceptual problems should be solved on paper and not in Photoshop. Attending tutorials is not optional, it is a valuable oppertunity to ask questions and gain a deeper knowledge of the language - As such, it is highly important that each and every class member speak up and generate opinions - **DO NOT BE AFRAID TO ASK QUESTIONS** - this is not the time for shyness. The lecture section of the course will be free in structure, a generic topic will be presented with the class dictating the flow of the discussion.

Students are responsible for identifying homework by name, date and assignment. Weekly assignments will be informally critiqued in the classroom and turned in at the end of the semester. Final assignment critiques will be intensive and constructive. Assignments submitted after the critique due dates will not be accepted. Late work is not accepted without notification and instructor consent. If you cannot attend class, either notify me, e-mail me, leave it in my box in the CARIMAC Office or have a classmate turn it in on your behalf.

THERE WILL BE NO E-MAILING, INSTANT MESSAGING, TWEETING, or CELL PHONE USAGE DURING CLASS/CRITIQUE TIME.

Use of any of these during class time will result in you being marked absent for the class session.

You will be required to turn in a **Process Book** with some of the larger assignments. A Process Book documents all the mindmaps, flowcharts, sketches, ideas, thumbnails, wireframes and any related research that went into your final project.

Syllabus Changes

Instructor reserves the right to revise this syllabus and schedule at any time.

MDIA 1001

CLASS MEETING SCHEDULE - TU/FR - SEM2 2013



WEEK	DAY DATE	ACTIVITY	WEEK	DAY DATE	ACTIVITY
1 Elements Chapter 1	Tu 1.22	In-Class: Introductions Basic Photoshop Tutorial Homework: The Paradox of Choice HTML Beginner Tutorial	6 Elements Chapter 6	Tu 2.26	In-Class: From Home to School Comps Reading: ALA: CSS Positioning 101 ALA: CSS Floats 101
	Fr 1.25	Tutorial: Professional Practices HTML Beginner Tutorial Review		Fr 3.1	Tutorial: Advanced HTML Tutorial Reading: <i>10 Things I Learned</i>
2 Elements Chapter 2	Tu 1.29	DUE: The Paradox of Choice In-Class: HTML Beginner Tutorial Review Wireframes & Site Analysis Homework: Holding Page Reading: <i>Mok - Designing Business</i> <i>User Interface Design Patterns</i>	7 Elements Chapter 7	Tu 3.5	In-Class: From Home to School Code Review Reading: 10 Principles of Effective Design
	Fr 2.1	Tutorial: CSS Beginner Tutorial Reading: Web Style Guide1. Process		Fr 3.8	Tutorial: Advanced CSS Tutorial Reading: ALA: Responsive Web Design
3 Elements Chapter 3	Tu 2.5	In-Class: CSS Beginner Tutorial Reading: <i>Information Architecture 101</i> <i>WSG 2. Universal Usability</i> Homework: Holding Page Comps	8 Elements Chapter 8	Tu 3.12	CRITIQUE: From Home to School Reading: <i>ALA: Responsive Prototyping</i> <i>Move that button 3px to the left</i> Homework: CSS Zen Garden
	Fr 2.8	Tutorial: Photoshop Slicing Reading: <i>WSG 3. Information Architecture</i>		Fr 3.15	Tutorial: CSS Zen Garden Code Structure Reading: <i>ALA: Love the Boring Bits of CSS</i> <i>ALA: Responsive Images</i>
4 Elements Chapter 4	Tu 2.12	CRITIQUE: Holding Page In-Class: From Home to School Sketches Reading: <i>Guiding Principles for UX Design</i> <i>WSG - 5. Site Structure</i> Homework: From Home to School	9	Tu 3.19	In-Class: CSS Zen Garden Wireframes Homework: CSS Zen Garden Comps
	Fr 2.15	Tutorial: CSS Intermediate Guide Reading: <i>Five Essential Principles</i>		Fr 3.22	Tutorial: Responsive CSS Layouts
5 Elements Chapter 5	Tu 2.19	In-Class: From Home to School Wireframes Reading: WSG 6. Page Structure Homework: From Home to School Comps	10	Tu 3.26	In-Class: CSS Zen Garden Comps Review
	Fr 2.22	Tutorial: CSS Intermediate Guide Cont. Reading: WSG 7. Page Design		Fr 3.29	Tutorial: CSS Zen Garden Layout
			11	Tu 4.2	In-Class: CSS ZenGarden Layout Reading: <i>Mobile UI Patterns</i> <i>Apps vs. the Web</i>
				Fr 4.5	Tutorial: CSS ZenGarden Responsive Code
			12	Tu 4.9	In-Class: CSS Zen Garden Code Review
				Fr 4.12	Tutorial: CSS Q&A
			13	Tu 4.16	CRITIQUE: CSS Zen Garden

BOLD = PROJECT DUE / CRITIQUE