

# SYLLABUS

# MDIA 3005

University of the West Indies / CARIMAC / Semester 1 2013 - Tue + Thur / MDIA 3005 Web Management

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

**Office Hours** Tuesday 9am - 10am & Friday 11am – 12pm - CARIMAC Annex Office 3, by appt.

## **COURSE DESCRIPTION**

There are many issues that must be balanced when planning, launching and managing a web site. These include quality, costs, content, schedules and contributors. This course explores both the technical infrastructure and the management issues that must be considered in deploying a website that successfully supports a business or organization. The course covers planning and implementation of websites employing commonly used platforms such as content management systems, e-learning systems and other web applications.

## **PRE-REQUISITES**

MDIA2004

## **LEARNING OUTCOMES**

By successfully completing this course, students will be able to:

- Develop and justify a website plan
- Set up a new website based on a hosted service
- Set up and configure web analytics for a web application
- Use site analytics to determine website trends
- Set up a website based on a web application
- Set user experience/usability goals and test interface effectiveness
- Explain common considerations associated with content management
- Combine appropriate web tools into a unified web site 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.

**Week 1**

[10 Things I Learned In Web School](#)

[Web Design Phases](#)

[Web Site Development Stages](#)

[Goal Oriented Design](#)

[Web Style Guide: The Site Development Team](#)

[Web Design Roles](#)

**Week 2**

[Web Style Guide: Information Architecture](#)

Elements of User Experience: Chapter 2

Mok - Designing Business

[Information Architecture 101](#)

[Web Style Guide: Interface Design](#)

**Week 3**

[Web Style Guide: Universal Usability](#)

[Content Strategy and User Experience](#)

[What is Web Content Management](#)

**Week 4**

[Web Style Guide: Site Structure](#)

[Web Style Guide: Page Structure](#)

[The Line Between Clarity and Chaos](#)

[Five Essential Principles of Interaction Design](#)

[Keywords, Work-arounds, And Souring The User Experience](#)

[Guiding Principles for UX Designers](#)

**Week 5**

[Web Style Guide: Page Design](#)

[Dive into Responsive Prototyping with Foundation](#)

[Client Relationships and the Multi-Device Web](#)

[Responsive Images and Web Standards at the Turning Point](#)

**Week 6**

[Web Style Guide: Site Design](#)

[Web Style Guide: Page Templates](#)

**Week 7**

[10 Principles of Effective Web Design](#)

[Why you should move that button 3px to the left](#)

[Colors and the UI](#)

[UX Magazine](#)

**Week 8**

[Drupal 101: 10 Tips for Drupal Beginners](#)

[Building a Drupal site in 10 steps](#)

**Week 9**

[Findability](#)

[Search Engine Optimization \(SEO\)](#)

**Week 10**

[Reigniting Your Creative Spark](#)

[The Website Handover Process](#)

## 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>

FFFFound - <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**

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

Work that is incomplete or executed incorrectly will receive fewer points.

### **PROJECTS AND GRADES**

Grades are based on completing these assignments:

Projects

Process Books

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
- attendance of tutorials for full class time
- attend field trips and/or lectures by guest speakers during the semester - TBD
- complete assignments by due dates

With each project, you will be expected to turn in a process book, with a 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. Your process book should also contain design references, site maps, wireframes, mockups and screenshots of your final design.

**All Projects will be identified with the following:**

1. MDIA 3005 - Web Management / 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 3005

## CLASS MEETING SCHEDULE - MO\FR - SEM1 2013



WEEK	DAY DATE	ACTIVITY	WEEK	DAY DATE	ACTIVITY
1	Mo 2.9	Tutorial: Introductions	6	Mo 7.10	Tutorial: Templating Reading: <a href="#"><i>Web Style Guide: Site Design</i></a> <a href="#"><i>Web Style Guide: Page Templates</i></a> <a href="#"><i>ALA: The Multi-Device Web</i></a>
	Fr 6.9	In-Class: HTML CSS Refresher Homework: From Home to School		Fr 11.10	In-Class: Web Development in a Nutshell Creating a Wordpress Theme
2	Mo 9.9	Tutorial: Site Maps and Data Models Wireframes Reading: <i>Mok - Designing Business</i> <a href="#"><i>WSG 3: Information Architecture</i></a> <a href="#"><i>Information Architecture 101</i></a>	7	Mo 14.10	Tutorial: Template Troubleshooting Reading: <a href="#"><i>Why you should move that button</i></a>
	Fr 13.9	In-Class: User Interface Design Reading: Elements of UX: Chapter 2 <a href="#"><i>WSG 4: Interface Design</i></a>		Fr 18.10	<b>CRITIQUE: Blog (Hosted and Custom)</b> Homework: CMS Driven Site
3	Mo 16.9	Tutorial: Creating Comps and Slicing Reading: <a href="#"><i>WSG 2: Universal Usability</i></a>	8	Mo 21.10	Tutorial: Drupal Setup Reading: <a href="#"><i>10 Tips for Drupal Beginners</i></a> <a href="#"><i>Building a Drupal site in 10 steps</i></a>
	Fr 20.9	<b>CRITIQUE: Home 2 School</b> Homework: Blog (Hosted and Custom)		Fr 25.10	In-Class: An Introduction to Drupal
4	Mo 23.9	Tutorial: Advanced CSS Refresher Reading: <a href="#"><i>Souring The User Experience</i></a> <a href="#"><i>WSG 5: Site Structure</i></a> <a href="#"><i>WSG 6: Page Structure</i></a>	9	Mo 28.10	Tutorial: Modules, Views and Content Reading: <a href="#"><i>Search Engine Optimization (SEO)</i></a>
	Fr 27.9	In-Class: Hacking CSS		Fr 1.11	In-Class: Drupal Information Architecture Wireframe Prototypes
5	Mo 30.9	Tutorial: Responsive Design Reading: <a href="#"><i>ALA: Responsive Prototyping</i></a> Content Design Across Platforms	10	Mo 4.11	Tutorial: Drupal Templating
	Fr 4.10	<b>REVIEW: Hosted Blog</b> In-Class: The Grid System Reading: <a href="#"><i>WSG 7: Page Design</i></a>		Fr 8.11	In-Class: Drupal Templating (cont.) Reading: <a href="#"><i>The Website Handover Process</i></a>
			11	Mo 4.2	Tutorial: Technical Troubleshooting
				Fr 4.5	In-Class: Work in Progress
			12	Mo 4.9	Tutorial: Testing
				Fr 4.12	<b>CRITIQUE: CMS Driven Site</b>

**BOLD = PROJECT DUE / CRITIQUE**