

- art365 [design_for_www] -

instructor : ryanSmith

syllabus

Design for the WWW
Towson
Spring 2013 (01/28/2013 - 05/21/2013)
Thursday
2:00pm - 5:50
Room: CA 4027

Instructor: Ryan Smith, MFA
email (for students): ryansmithstudent@aol.com
office hours: by appointment only

Course Description:

This course provides a thorough introduction to formal, conceptual and technical issues related to the production of Internet-based interactive art. Emphasis is placed on experimental approaches to Web-based interactive navigation, interface and information design. The class offers a foundation to web design through research, readings, and discussions on various topics including historic perspectives and new media art. The course provides an introduction to the diverse scope and potential of screen-based media. Emphasis is placed on the production and critique of projects that explore website design, interactive navigation, and net art. The primary goal of this course is to provide students with an industry based, real world practice. Basic scripting concepts, tools and techniques, visual concepts, and integration of various media are introduced to provide students with the necessary skills to begin exploring their own creative approaches to Art on the Internet.

What we will cover:

Interface Design
Design Architecture
Navigation, and Usability
Various Forms of Multimedia (image, sound, animation, video)
Internet Based Art
Web Design Basics
Web Typography
Scripting Languages: HTML, CSS, JavaScript, some PHP and a little ActionScript
Adobe Dreamweaver, Fireworks, and maybe some Flash

Application Software That We Will Use:

TextEdit (or something that has a plain text option)
A Web Browser (Firefox, Safari, Explorer, etc.)
Adobe Dreamweaver (CS4 or CS5 or CS6)
Adobe Fireworks and Flash (any version)
Photoshop (any version)

an FTP interface (FUGU, or FileZilla)
iTunes (optional)

Suggested Reading:

On the internet:

www.w3schools.com

www.w3schools.com/css

www.w3.org

www.w3.org/standards/webdesign

www.sitepoint.com/anatomy-web-fonts

www.net-art.org

rhizome.org

Books:

HTML, XHTML, and CSS: Visual QuickStart Guide, 6th Edition

By Elizabeth Castro

HTML5 & CSS Visual QuickStart Guide, 7th Edition

By Elizabeth Castro, Bruce Hyslop

Dreamweaver CS5 for Windows and Macintosh: Visual QuickStart Guide

By Tom Negrino, Dori Smith

Adobe Dreamweaver CS5 Classroom in a Book

By Adobe Creative Team

PHP for the Web: Visual QuickStart Guide (4th Edition)

By Larry Ullman

Internet Art

By Rachel Greene

Thinking with Type

By Ellen Lupton

Required Materials:

a flash drive or hard drive: 2GB or more (some external device to store your work on)

you might need some blank CDs (we can discuss this)

a Sharpie marker to write your name on the CDs

*Personal Web Space (Towson user accounts are fine)

a sketchbook, something not too big, about 8x10 inches (for notes and sketches)

a good looking folder or 2

(suggested) a digital camera

Course Policies:

Attendance is mandatory. You are expected to come to all the classes this semester.

Attendance will affect your grade for the class. Always tell the teacher why you missed a class.

You can email any good excuses to:

ryansmithstudent@aol.com

If you come in late, then talk to the teacher after class. Otherwise you will be marked as absent. If you are significantly late 2 times, then it will count as 1 absence.

While absent from class, it is your responsibility to learn the material that you might have missed. If you are having trouble because you missed class, then contact another student outside of class.

note: Get phone numbers and email addresses of 3 other students in this class (now).

Class participation will affect your grade. In addition to being in class, you are expected to come prepared, and say something during class discussions and critiques. Asking intelligent questions, will always get you class participation points.

Speak up. Please stop me, get me to elaborate, ask me to repeat myself, or slowdown.

During Class: do not text, **never get on Facebook**, do not use this time to check your email, do not play games, don't do any online shopping, and don't fall asleep. If you find yourself getting bored, then be productive; work on a project, or just draw. But, don't be a distraction to others. If you are starting to fall asleep, then excuse yourself, and leave the room.

Due Dates should be taken seriously.

Always turn in something by the due date, even if it is incomplete.

Attitude: It does not matter if you are working with a client, a colleague, or for your manager, your attitude affects your job. A bad attitude can cause you to lose a promotion, lose a client, or get you fired. In this class your attitude affects your grade.

Grading:

Project grades will be averaged at the end of the semester, and determine the majority of your final grade. (70%)

- The grades for these projects will be based on your attention to detail, organization, consistent aesthetic style, and the ability to follow directions
- Projects should be turned in on time
- You will be asked to present your work in class. Presentations affect your grade.
- Preliminary sketches and/or evidence of research will be collected with your projects.

Homework, classwork, quizzes, and/or reading (20%)

- You will be given homework assignments to help you prepare for your projects.
- There may be some quizzes.
- You will be expected to read (or watch) some material, and write some responses.

Class Participation & Attendance (10%)

- You are expected to come to every class prepared, on time, and ready to learn.

A grades : 90 - 100%

Compared to the rest of the class, your work is exceptional.

There is not much you could do to improve your work.

B grades : 80 - 89%

Your work is complete, or you followed most of the directions.

However, your work could be improved.

C grades : 70 - 79%

You struggled with the project(s), and need to improve your work.

However, you did enough work to earn a passing grade.

D grades : 60 - 69%

Your work is less than satisfactory, and incomplete.

You did not do enough work to earn a passing grade.

F grades : 0 - 59%

I need to ask, "what were you thinking?"

You barely did anything, or did not do anything at all.

Late work always gets a C or less.

Academic Dishonesty & Plagiarism will not be tolerated. Do not cheat. Do not copy the work of other students and artists. If you use someone's work, or are heavily influenced by someone's work, then give some credit to that person.

Support:**Special Assistance Notice**

(from the Americans with Disabilities Act)

If you have a disabling condition that will require an accommodation in tests or class structure, please advise the instructor or the department accordingly.

Available Support:

I am here to help you. Please take advantage of the fact that I care about you, and want you to succeed.

Email me anytime. If you need help, then ask me.

Technical Support at Towson:

Student Computing Services (SCS) located in the Cook Library, Room 35

<http://www.towson.edu/adminfinance/ots/support/scs/>

e-mail: scs@towson.edu

Richard Thomas (Digital Lab Manager) room: CA 4029

email: rthomas@towson.edu

Computer Lab: room 4012 (open 7 days a week)

<http://www.towson.edu/art/facilitiesandresources/labhours.asp>