ART365

design for the WWW

FALL 2020

Tuesdays: CA 4030
Instructor : Ryan Smith

DESCRIPTION:
Authoring techniques as related to interactivity, information design and digital imaging.
Prerequisite: ART 217.

COURSE OBJECTIVES:
This semester we will look at:

- Navigation, and Usability
- Various Forms of Multimedia (image, sound, animation, video)
- Internet Based Art
- Web Design Basics
- Typography
- Scripting Languages: HTML, CSS, JavaScript, jQuery
- Adobe Dreamweaver (basics)

Required materials for this class:

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

(2) *Personal Web Space (Towson user accounts are fine)

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

(4) something to write & make drawings with

(suggested) a digital camera

Application Software That We Will Use:

- **BBEdit**
*or **Brackets** is also good : http://brackets.io
- More than 1 Web Browser (Firefox, Safari, Explorer, etc.)
- Photoshop (any version)
- an FTP interface (we will talk more about this later)
- Dreamweaver (optional)
- Adobe XD (optional)
- iTunes (optional)

I will suggest books, websites, and reading materials
All required reading will be found on the internet, for free.

Suggested Reading:

w3schools.com
w3schools.com/css
htmldog.com

w3.org
w3.org/standards/webdesign

sitepoint.com/anatomy-web-fonts

COURSE POLICIES:

Attendance is NOT mandatory. You are NOT expected to come to campus this semester.
You are expected to email me once a week.
Homework can be emailed to:
rtsmith@towson.edu

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 me.

Class participation will affect your grade.
Please email me with homework, every week. And, keep up with due dates.

Due Dates should be taken seriously.
Always turn in something by the due date, even if it is incomplete.
Late work always gets a C or less.

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.

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.

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.

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.
https://www.towson.edu/**accessibility-disability-services**/

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/technology/studentservices/locations/index.html
e-mail: **scs@towson.edu**

Richard Thomas (Digital Lab Manager)
phone: 410-704-5429
email: **rthomas@towson.edu**

POLICIES AND RULES

Academic Dishonesty:

All students must comply with Towson University's Student Academic Integrity Policy. See:

https://www.towson.edu/about/administration/policies/documents/polices/03-01-00-student-academic-integrity-policy.pdf

Of particular relevance to this course:
Multiple submissions (submitting substantial portions of the same work for credit in more than one course without prior permission of the instructor) is also considered academic dishonesty.

Civility Policy:

COFAC places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors and offensive comments. Faculty have the right to define appropriate behavioral expectations in the classroom and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction. We believe that in order to achieve these ideals, all COFAC students, staff, and faculty are expected to exhibit and practice civil behaviors that exemplify:

(1)respecting faculty, staff, fellow students, guests, and all university property, policies, rules and regulations;

(2) taking responsibility for one's choices, actions and comments;

(3) delivering correspondence – whether verbal, nonverbal, written, or electronic – with respectful language using professional writing standards and etiquette; and

(4) accepting consequences of one's choices and actions. The use of offensive, threatening or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog and at this link:

https://www.towson.edu/cofac/resources/documents/civilitycode.pdf