

ART365

design for the WWW

ART 365 - 001 (3429)

FALL 2019

Tuesday, 2:00pm - 5:50pm

TOWSON UNIVERSITY

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)
- Adobe XD (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

*Bring your sketchbook (or some paper to write on) to every class.

*Bring your external storage device to every class (this will effect your grade).

Application Software That We Will Use:

- BBEdit

*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)
- Adobe XD
- Dreamweaver (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 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:

rsmith@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 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.

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.

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. (rtsmith@towson.edu)

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

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

<http://www.towson.edu/cofac/departments/art/resources/labs.html>

-----Required for Syllabus:

POLICIES AND RULES

Academic Dishonesty:

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

See:

[https://www.towson.edu/provost/academicresources/documents/](https://www.towson.edu/provost/academicresources/documents/03_01_00_student_academic_integrity_policy.pdf)

[03_01_00_student_academic_integrity_policy.pdf](https://www.towson.edu/provost/academicresources/documents/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.

Students with Disabilities:

Towson University (TU) is in full compliance with section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Students with disabilities should register with the office for Students with Disabilities (Dowell Hall, Second Level, 410-830-2638) after admission to ensure the timely provision of required support services. Students must provide documentation of a disability from the TU Office for Students with Disabilities.

Please see the web site at: <https://www.towson.edu/dss/>

Weapons Policy:

Towson University prohibits the possession or control of any weapon while on university property.

<https://www.towson.edu/about/administration/policies/documents/policies/06-01-11-weapons-prohibited.pdf>

Inclement Weather Policy:

If a delayed opening for the University is called due to inclement weather, those classes that are scheduled to meet once a week will still meet in an abbreviated form provided that at least one hour of class time remains. Students are expected to arrive in class upon the opening of the University as deemed safe for travel by the University administration.

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>.