

The University of the Arts CONTINUING EDUCATION CE 2411 - Web Design 1
Instructor: Johnny Bilotta

Course Description

This course is designed to instruct you in the building of a well designed, organized and usable web site. We will begin with proper page layout techniques using wireframes and then translate those wireframes into final design and then into code using HTML and CSS. Using these disciplines you will create a multi-page website/ template to be used for the final project.

At the conclusion of this course, you will be able to:

1. Understand the process of creating well-organized, well styled, and standards-compliant web sites
2. Understand basic HTML/CSS code and proper practices.
3. Use Dreamweaver (or other application) to create code for your sites
4. Create optimized graphics for the web
5. Understand browser compatibility and web trends

Suggested Texts

Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition.

Author: Steve Krug

Publisher: New Riders Press; 2nd edition (August 28, 2005)

ISBN-10: 0321344758 | **ISBN-13:** 978-0321344755

Beginning CSS Web Development: From Novice to Professional

Author: Simon Collison

Publisher: Apress (August 28, 2006)

ISBN-10: 1590596897 | **ISBN-13:** 978-1590596890

HTML & XHTML: The Definitive Guide (6th Edition)

Author: Chuck Musciano and Bill Kennedy

Publisher: O'Reilly Media, Inc.; 6 edition (October 17, 2006)

ISBN-10: 0596527322 | **ISBN-13:** 978-0596527327

Suggested Blogs and Websites

A List Apart - <http://alistapart.com>

Leading blog by Eric Meyer and crew on web trends in HTML and CSS.

West Civ - <http://westciv.com>

CSS and HTML resource, guide and reference.

Smashing Magazine - <http://www.smashingmagazine.com/>

Blog dedicated to web trends with loads of resources for design, code, and typography.

Assignments

There will be a short assignment given during each class session. If the assignment is not completed in class, it should be completed prior to the next class session.

Final Project: Create a web site about a topic of your choosing based on templates created in class. This web site should be educational or informational in nature. The subject should be real, i.e. to be used as a web site for your personal project, school, classroom, or business, with the end goal of posting it for live use on the web or your school/business intranet.

Your final project can be used as a template for future web sites and will be built as such.

The following components of the project will be evaluated:

- Site design and layout
- Navigation & Information Architecture
- HTML coding
- CSS coding

Session 1: Welcome and Introduction

Introduction and overview of the class as a whole

General Principles of web design

The individuality of the medium

Typography over Graphics

Content is key

Review of Resource sites.

Assignment: Review and evaluate web sites discussed in class. Identify the difference between a Blog, Web Application and presentation site.

Session 2: Basics of Web Layout and Usability

Identifying Site Style

Creating a Site Map

Structure of a web page

Navigation

Typography

Assignment: Site Map

Session 3: Design 1

Identify Information structure

Landing pages and sub-pages design

Begin initial wireframes for site

Refine wireframes

Assignment: Refine wireframe comps for layout

Session 4: Design 2: HTML and CSS Wireframe

Stepping into HTML <div> layout

Stepping into CSS styles and selector properties

Creating HTML/CSS Wireframes

Defining HTML page structure and markup

Defining core and basic CSS styles for page structure, type, and color.

Assignment: Study HTML and CSS relationship. Review selector types and inline HTML styles

Session 5: File Management and Dreamweaver

Introducing Dreamweaver

File management and Defining a Site

Writing your code using Dreamweaver and its alternatives

Dreamweaver tips and tricks

Write basic HTML / CSS Wireframe

Assignment: Complete preliminary HTML and CSS wireframe

Session 6: Design 3: Cleaning it all up

Refine design from Wireframes

Establish typography styles

Optimizing graphics and transparency

Assignment: Complete final visual design for HTML / CSS coding

Session 7: Using CSS Styles for Design and layout

Translate Visual Design into HTML / CSS

Advanced DIV layout, floats, margins and positioning

Using multiple CSS files

Assignment: Begin final HTML pages for final project

Session 8: CSS and HTML Extras

CSS tips, tricks and best practices

Using CSS for mouse events

Intro to CSS hacks for browser compatibility

Writing Forms and tables

Styling Forms and Tables

Assignment: Complete a HTML page with styled Forms and Tables

Session 9: Working Session

In-class work and assistance for final project

Session 10: Project Presentations

Present finished final projects in class

Please Note:

The University of the Arts Continuing Education Program reserves the right to cancel or reschedule any course or to change the instructor. In the case of these circumstances, the university is not responsible for supplies that may be purchased in advance.

*To have ACT 48 Activity Hours for this course reported to the Pennsylvania Department of Education (PDE) you must complete and return the **Request for Activity Hours Submission Form** to the UArts Continuing Studies Office and meet all requirements outlined by the PDE.*