MULTIMEDIA CONCENTRATION ARTIST/DESIGN CRN 41519 - ART 0356 (Hybrid)

INSTRUCTOR
Alyssa Goodreau
agoodreau@westfield.ma.edu
Office Hours: Available by appointment

INTRODUCTION
This course is a comprehensive introduction to design process and strategy for the web. Students will be introduced to HTML, CSS, layout and composition, wireframing, prototyping, branding, typography, color, and navigation concepts specific to web and user experience design. Additional topics will include presentation methods (desktop, mobile, and print) and client interaction.

At the end of the course, students will have created a site that is based on current professional practices in web design.

STUDENT LEARNING OUTCOMES
The student will learn the basic languages and design processes necessary for working with the web. At the successful completion of this course, the student will demonstrate abilities to:

- Understand the basic technologies behind web page delivery;
- Understand the basic concepts of user experience design;
- Understand responsive designs role and purpose in web and user experience design;
- Understand accessibility concerns in delivering content over the web;
- Examine common design patterns used in contemporary web processes;
- Create web projects that are usable and show an awareness of audience, ethics and aesthetics;
- Evaluate design in terms of both function and visual harmony;
- Discover and utilize the vast collection of online resources that can help improve and advance the student's knowledge of web design.

METHODS
A typical class will often look like this:

- A design or trend to trigger critical discussion and/or motivate creative thinking;
- Agenda of the day's topics and demonstration of new techniques;
- Practice of new techniques;

- Explanation of exercises or projects due for following class(es);
- Class time to work on exercises or projects.

MATERIALS:
Obtain these materials as soon as possible:
- Sketch pad
- Pen or pencil
- File Storage AND Backup: External hard drives, USB drives, the hard drive in your laptop or home computer and cloud storage (Google Drive, Dropbox) are all options. YOU'RE RESPONSIBLE FOR BACKING UP YOUR OWN WORK. Meaning you need two different ways of storing your files. Failure to turn in a project will result in a zero grade for that project.

REQUIRED TEXTBOOK:
[Don't Make Me Think, Revisited: A Common Sense Approach to Web and Mobile Usability](#)

by [Steve Krug](#)

OTHER REQUIREMENTS:
Web Hosting Account
Domain Name Purchase - TBD

GRADING:
Project 1 = 15%
Project 2 = 20%
Project 3 = 40%
Exercises & Class Assignments = 15%
Attendance = 10%

You should be prepared to give the class a tour of your site during the final exam session. You should point out those aspects of the site design that you are satisfied with, those that are less than you would like them to be, and what you still like to add to your site.