

CART306

WEB DESIGN SYLLABUS



CART306, Advanced Web Design, 3 s.h.

CONTACT INFORMATION

Instructor: Kenneth Crosby

Email: kenneth.crosby@oneonta.edu (The best way of contacting me.)

Instructional Support Site: <http://employees.oneonta.edu/crosbykm/>

Office: FA 316

Office Hours:

Office Phone: (607) 436-2714 (Don't leave a message.)

You can also contact me via Facebook or Google+.

COURSE GOALS

Having learned the fundamentals of designing for the web, this course's goal is to examine advanced concepts in web design, and to develop a critical approach to the web media. Students experimenting with the Web environment and developing their own artistic visions is encouraged.

You will be expected to research material and troubleshoot your work.

A quality of work commensurate with a 300 level class is expected.

Be professional and have fun!

WHAT TO EXPECT

There will be approximately four projects throughout the semester. You will spend time in class working on your projects and getting feedback on them when not giving your full attention to lectures or demonstrations. Large portions of this class will be self-directed, you bring the ideas to the table, refine them, and we figure out how to build them.

We will have critiques at the completion of each project and light discussion along the way.

Expect to spend at least 12 hours a week outside of class working on your projects. This replaces time normally allotted for homework.

You will need to do your own research on certain topics and software features.

CLASSROOM PROCEDURES

Lectures will be given on the use of software, hardware, and project topics. During this time you should be attentive. Look up, take notes, and ask questions. You should not be working on your computer during lectures. The best way to eliminate a distraction is to remove it. Put the computer to sleep or turn the display off.

There will be work days where we focus solely on the production of art.

There will be group discussions and critiques on the most recent project. You should participate. It is part of your grade.

Food and drink should be kept away from the workstations. If you need to eat use a table away from the computer equipment.

Clean up after yourself and be considerate of others. You are not the only one who uses this classroom. Throw trash away and help keep the lab clean. Use of these facilities is a privilege.

ATTENDANCE

Timely attendance is mandatory. Three absences without written excuse will decrease a student's overall grade by one letter. Every absence after that will result in a half a letter deduction. Six unexcused absences may result in a student being involuntarily withdrawn from the class.

Class exercises begin 5 minutes after the start of class. Students are responsible for all material/content missed. Three late arrivals to class are equal to one absence.

PHONES, MUSIC, ETC.

Your phones should have ringers/notifications/vibrations turned off or be powered down.

You may not listen to music during class. Period. If you listen to music in the lab outside of class use headphones and a respectful volume level.

I do not want to see Facebook, Tumblr., reddit, imgur, or any other similar site during class. We're here to work and learn about design for the web, not peruse its infinite supply of clutter.

POLICY ON PLAGIARISM AND CHEATING

All works in this class must be original. Stock images can be used only with the instructor's knowledge and approval. NO downloaded graphics can be used in this class (make everything from scratch), and students may use only photographs that they own the copyright or those they have permission to use.

Students may not imitate another artist's work or misrepresent someone else's work as their own. Nor should the student present work done for another class as their effort towards a given assignment in this class.

Cheating will result in a failing grade for that assignment. Cheating more than once will result in a failing grade for the course.

DEADLINES Projects must be completed and submitted on time. Just like in a real job, you have deadlines! There will be no extensions except in documented emergency cases.

There is no extra credit.

Late projects will not be graded. Incomplete/broken projects will receive a diminished grade. An incomplete project is better than no project.

You may rework an assignment, but only if it was complete and submitted on time. Do not let this impact progress on the current project. Talk with me before any rework.

GRADING CRITERIA Projects are graded based on the following:

30% Design

- Application of design principles to typography, layout, color, etc.
- Intuitive User Interface (UI) and clear content organization.

30% Ambition and Innovation

- Creative/Innovative problem solving and originality.
- Evidence of self mediated research.
- Effort put forth and attitude towards projects, critiques, etc.

30% Craftsmanship

- Attention to detail in links (hover, visited, etc.), graphics, styled elements.
- Improvement in work over time.
- Evidence of applied research.

10% Attendance and Participation

- Participation during critiques, discussions, and lectures.
- Attendance (see attendance policy on page 2).

Additional details on a projects grading criteria can be found on individual project handouts.

Your midterm and final grade will be based on average of the individual project grades and overall quality completed portfolio.

Each of these areas will be evaluated and awarded a % toward its maximum amount. The total amounts is then multiplied added for the final grade.
i.e. 85% = B

If you ever have a question about your grades, please talk to me.

Average	0%	60%	63%	67%	70%	73%	77%	80%	83%	87%	90%	93%	97%
Letter	E	D-	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
GPA	0.00	0.67	1.00	1.33	1.67	2.00	2.33	2.67	3.00	3.33	3.67	4.00	4.00

SUPPLIES Reliable file storage. USB or External Hard Drive.

Domain Name and Hosting (more on this during the first project.)

A sketchbook and drawing tool of your choosing. This is for sketching ideas and taking notes.

RESOURCES Visit the course instructional support website for inspiration, links to helpful articles, digital copies of the syllabus and current/past projects.
<http://employees.oneonta.edu/crosbykm/>

**COURSE
CATALOG
DESCRIPTION**

CART306 Advanced Web Design, 3 s.h.

An advanced computer art course that further explores the ideas developed in Web design (CART 206) class. It allows the students to examine advanced concepts in Web design, and to develop a critical approach to the Web media. Continued emphasis is on students experimenting with the Web environment and developing their own artistic visions. A focus will be on having the student produce a body of work that can be incorporated into a professional quality portfolio.

ITS If you experience problems with one of the computers in the labs please contact the Help Desk and Information Technology Services (607) 436-4567.

**STUDENTS WITH
DISABILITIES**

SUNY Oneonta is committed to ensuring access and equity to all students. Students diagnosed with a disability may be entitled to a wide array of accommodations to meet specific needs. These needs are supported through individualized accommodation plans formulated in a collaborative effort by the director of Student Disability Services (SDS) and the student. These plans must be supported by a current evaluation from an appropriate professional.

Accommodations may include, but are not limited to, classroom assistance, testing assistance, adaptive technology and individualized accommodations as needed. It is strongly suggested that all new students register with SDS at the beginning of their first semester. It is your responsibility to contact SDS and provide me with your accommodation plan. Only after providing me a copy of your SDS accommodation plan will accommodations be made. Previously recorded grades will not be changed.

Student Disability Services, 209 Alumni Hall, 607.436.2137

**EMERGENCY
EVACUATION
PROCEDURE**

In the event of an emergency in the Fine Arts Building evacuate to the IRC Lobby where you can be accounted for by college officials. Details on the College's emergency evacuation, shelter and procedures can be found at: <http://www.oneonta.edu/security/>