



CART206 Web Design Syllabus

FALL 2009

Associate Professor Thomas Sakoulas

Office: TBA

Tel: (607) 436-2687

Email: sakoult@oneonta.edu

http://employees.oneonta.edu/sakoult

Office Hours: MTWR 2-3

COURSE DESCRIPTION

This is an advanced computer art course that focuses on creating art for the Internet. The students will learn the principles of creating web pages and web graphics by developing and solving visual problems on a live web site. Students examine the changing dynamics of the web medium as it challenges how information is presented and understood and how it transcends cultural boundaries.

REQUIRED MATERIALS

A portable Hard Drive to save and backup all your work

Blank DVD and/or CD for backing up and/or submitting your work

READING LIST & ADDITIONAL RESOURCES

<http://www.oneonta.edu/faculty/sakoult/>

All assignments will be posted on the Web Site along with examples, links, and other resources. Students are responsible for all materials posted in this web site.

COURSE GOALS/OBJECTIVES

This course assumes proficiency with computer operation and basic knowledge of image manipulation (Photoshop at least)

The student will learn how to conceive, plan and execute a web site and web graphics that communicate a message effectively, and that are visually compelling. The student will be required to build and publish a number of functional and aesthetic web sites. In the process, he/she will learn about fundamental web design concepts. In addition he/she will explore a variety of software programs in order to effectively organize content, and prepare graphics and images for use on the Internet. Emphasis will be given to efficient communication and aesthetically pleasing design.

COURSE REQUIREMENTS

Students are expected to come to class prepared to work on the given problem and to dedicate a number of working hours at home. Both class work and homework are taken into consideration when assignment deadlines are given. In no case should homework substitute class work, and assignments that the instructor has not witnessed in progress will be assigned a grade letter "E". It is very important to have the assignments completed within the allocated time frame, and it is even more important to present them during the scheduled critiques. The class time is reserved for the student to work on the assignment. All preparation for this work (acquiring materials and tools) must be done outside class time.

COURSE ACTIVITIES/TEACHING STRATEGIES

The assignments for this semester will include studio exercises (assigned by the instructor) in a variety of media and concepts. The assignments and lectures are designed to introduce a concept of web design, and at the same time to familiarize the student with a particular media, through efficient execution of a concept. Each assignment will be preceded by a lecture and or demonstration on the particular aesthetic problems and techniques to solving them. Different digital tools will be used with emphasis on image manipulation and web design software.

ADDITIONAL UNIQUE ASPECTS OF COURSE

This is a "studio" course, and as such it requires the student's active participation and attendance. The student is expected to be self-motivated and willing to engage the assignments with creative problem solving skills. There are no written assignments or tests in this course; instead, projects and critiques are used.

Students are responsible of their own artwork. Since computers, servers, and external hard drives are prone to failure, students are required to make backup copies of their work.

The Internet: This instructor makes extensive use of the web and there is a good chance that a student or his/her artwork might be included in a web page. The student must notify the instructor at the beginning of the semester if he or she does not wish to be included in a web page.

ASSIGNMENTS

Assignments are posted on this course's web site (<http://www.oneonta.edu/faculty/sakoult/>).

Due dates are posted on the class calendar.

Students are required to maintain a web page with links to all their assignments for grading. This page must be online, and updated at all times.

During critiques the student will present his work formally to the class and will receive feedback. All work in the critiques must be presented online.

LATE ASSIGNMENTS & MAKE-UP TEST POLICY

There will be no make-up work except in (documented) emergency cases, and no extra credit assignments will be given. A full letter grade will be subtracted from the projects worth for each class the assignment is late. Assignments are accepted only during class. A student may re-work a project after a critique to improve it. A re-worked project may be re-submitted for evaluation along with the original project.

METHOD OF EVALUATION

Grading criteria

Student work will be graded based on the following:

- 30% of the grade is allocated to “Design”.
Creativity in problem solving and application of complex design principles to the project is evaluated under this category, as well as the originality of the finished artwork.
- 30% of the grade is allocated to “Craftsmanship”
This category involves the understanding and control of materials and methods as they are applied to aesthetic problem solving.
- 30% of the grade is allocated to “Ambition and Innovation”
In this category the ability to synthesize complex design principles, materials, and methods in new and innovative ways is evaluated.
- 10% of the grade is allocated to “Presentation”
In this category class attendance, cleanliness (where applicable) and studio participation are evaluated, as well as the oral presentation, and the exhibition of the finished artwork during the critique.

The final grade is the average of all individual project grades.

A+, A, A- Near perfection: Shows superb craftsmanship, firm grasp of design principles, and is innovative in concept.

B+, B, B- Good work: Exceeds base level competency in terms of the above criteria.

C+, C, C- Meets base level requirements: Demonstrates a basic understanding of design principles and meets basic course requirements regarding craftsmanship and presentation.

D - Inadequate work: Falls short of basic competency levels in understanding design principles or craftsmanship.

E - Poor work: Fails to show a basic grasp of design principles, the assignment’s objective, or is very poorly executed.

I - Incomplete: Absolutely no incomplete grades will be given except in cases where documentation for a personal or family emergency can be provided.

GRADE & GPA TABLE

Average	0%	60%	63%	67%	70%	73%	77%	80%	83%	87%	90%	93%	97%
Ltr Grade	F	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

Final Exam: (critique) The final critique will consist of the assigned final project.

In addition each student is required submit a portfolio (on CD or DVD) of all the finished projects created during the semester. Absolutely no late projects will be accepted beyond the final critique duration.

Policy Statement on Cheating and Plagiarism: 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.

Lost Artwork The student is responsible for his/her own files and artwork. It is the student's responsibility to back-up and to protect the files from harm and acts of misfortune. For web sites, the student is responsible to ensure that his/her web site is functioning properly at all times, and especially when it is presented for evaluation.

ATTENDANCE POLICY

Class attendance is mandatory. Students are expected to be in class in a timely fashion, and to remain for its duration. Class and Critique participation and attendance accounts for 10% of each assignment’s worth.

The students will be responsible for the completion of all assignments, and for all materials covered during their absence.

Students are expected to come to class prepared to work on the given problem and to dedicate a number of working hours at home. Both class work and homework are taken into consideration when assignment deadlines are given. In no case should homework substitute class work, and assignments that the instructor has not witnessed in progress will be assigned a grade letter “E”. It is very important to have the assignments completed within the allocated time frame, and it is even more important to present them during the scheduled critiques. The class time is reserved for the student to work on the assignment. All preparation for this work (acquiring materials and tools) must be done outside class time.