



CART306 Advanced Web Design Syllabus

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COURSE DESCRIPTION

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 laid on students experimenting with the Web environment and developing their own artistic visions.

REQUIRED TEXTBOOK

No Textbook required

REQUIRED MATERIALS

- Portable FireWire Hard Drive (Visit our web site for more details)
- Bland CD-R and DVD-R for backups and to submit work
- Each student is required to have their own domain name and server (purchase from a commercial venue)

ADDITIONAL RESOURCES

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

All assignments will be posted on the Web Site along with examples, links, deadlines, and other resources.

COURSE GOALS/OBJECTIVES

This course assumes proficiency with computer operation and basic knowledge of image manipulation, and good understanding of all the materials covered in Web Design I.

The student will work independently and will explore a variety of advanced web design concepts, while creating original and unique web sites and web animations. In addition, the student will work in "real-world" environments to complete web projects for clients, and in the process she/he will explore advanced concepts in Web Design. The goal of the course is for the student to create a completed portfolio of Web Design work.

COURSE REQUIREMENTS

Students are expected to come to class prepared to work on a given problem and to dedicate a number of working hours at home. Since this is a computer art class of an advanced nature, the student is expected to work independently to create a unique portfolio of high quality utilizing and expanding on the knowledge acquired in Web Design I. The student must be self-motivated and dedicated to the discipline.

COURSE ACTIVITIES/TEACHING STRATEGIES

This is a studio course. The majority of class time is reserved for students to complete their assignments. Several lectures will be given to reinforce the assigned reading materials, and the students will work with the Web Development Office on campus on real-world web design projects.

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, assignments and critiques are used, and public speaking is a requirement.

Storing work in the computer lab servers or computers should be considered a temporary solution. Save all your work in the assigned hard drive and back it up regularly on another media. **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.

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.

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 work independently, 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)

A student may not imitate another artist’s work or misrepresent someone else’s work as his/her 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 Art-Work 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 for 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.