



web interface

DESIGN

- topic research
- locating visuals
- writing the copy
- rough layouts
- preparing visuals
- assembling pages
- proof reading

This course is designed to provide students with the skills and knowledge necessary to properly implement a Web site that uses static, dynamic and interactive elements. Throughout the class, the student will learn the details of various media and interactive elements, their requirements, as well as their restrictions and limitations. Students will develop a better understanding of the discipline of Graphic Design, as it relates to the virtual environment and its many different styles and techniques. Beyond all else; in the work created for this class; idea, concept and content is the most important.

Prerequisites: Art 100, 105, 170 (270) and 210. Knowledge of basics, meaning: computer functions, verbal and written communication skills. Interest, curiosity, enthusiasm, detail oriented production, art histories, artists (design and fine art) and an open mind will add in contemporary web development.

Objectives: with successful completion of this course, the student is required to know:

- ✦ how to create web sites that best take advantage of design elements; including important factors such as window/screen size, color restrictions, bandwidth (loading speed), resolution, and web related/digital typography. Students will continue investigations into color and the effects on form and meaning.
- ✦ the components that make up the various kinds of media and interactive elements, their requirements, as well as their restrictions and limitations.

In this class you can learn the process and production for publishing information interface design for the World Wide Web/Internet.

The student should understand the open and dynamic nature of the web and how to best serve your site's content. They will become critical readers of web pages and learn to analyze the structure of web sites, as well as individual page composition. Students will learn different facets of information interface design; integrating intuitive navigation and interactivity. This course is oriented towards the development of *front-end* of the user interactive experience, not the *back-end* or server programming activities.

Students will start by writing "HTML" by hand, and using a Hyper Text Markup Language (HTML) "object oriented" or text editor. An understanding of HTML (HTML 5) code is essential for basic web page structure. In addition to lectures and demonstrations, there are several good tutorials on-line as well as the governing body for web standards at: **WC3** - <http://www.w3.org>. The design of the interface and content is the stress of this course. In the long run, understanding basic html constructs will serve as a problem solving tool. All the Adobe products include "device design" for phone graphics. As we slide deeper into this century, Mobile devices have become an emphasis in site development and "do-it-all"/"responsive" sites are common-place. Taking the time to learn JavaScript helps also. More advanced scripting, such as: JavaScript, cgi, Ajax, asp, php, Sequel and other web-related programming is pertinent, but beyond the scope of this course. The scripting languages are, in themselves, becoming well paid and highly sought-after specialized jobs. The JQuery plugin is the exception and inclusion is now a normal interactive element.

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- expanding ideas
- creating concepts
- proof reading
- final layouts
- audience focus
- upload/test
- proof/test

The method for the web courses emphasize visual experiences to develop:

- 1) creative ability,
- 2) skills in visual communication,
- 3) hands-on experience with technology, and
- 4) the ability to conduct independent and productive web research.

topics include:

- ✦ web design principles
- ✦ web color theory
- ✦ digital typography
- ✦ plug-in technology
- ✦ internet mail links
- ✦ helper application
- ✦ graphic file formats for web use
- ✦ file formats for animated graphics

suggested books:

- Designing Web Graphics, 4
- Designing Website Interface Elements
- The Elements of User Experience: user centered design
- Experience Design

Class projects

The course will contain 3 to 4 projects, depending on speed and efficiency of class.

Lab Fees: \$20, due immediately. Only those having paid their lab fees are permitted in and to use the lab. It is NOT an open lab. It is a revokable privilege.

Supplies: Jump/Flash drives or external drives for backup and transferring data.

Skills, techniques, and strategies

Text Layout and Formatting:

You will learn how to layout and format text for your Web page. Typography in the web world has improved and ever changing. It is not as clear and easy as the print media, but functional on a basic level. We will cover the use of computer Fonts and Web-fonts.

Graphics: Photoshop/Illustrator/Indesign:

Adding well designed graphic elements and backgrounds is critical for having a successful site. You will choose the proper format for your graphics and how to place these graphic elements in your page. In addition, you will also learn the art and science of background patterns. Bottom line: speed is life. Optimize.

Color: This is a powerful tool for holding your audience's attention. You will come to understand the range of 216 cross-platform *web colors*, non-web color, and how to maximize them. This will include the application of color to text, links, and the background.

Hyperlinks: Your web page is not an island!

Links navigate to other pages & email.

Wireframe: sketching the construction of the idea before you make the site. Strategy, hierarchy, organization and planning.

Box model: is the standard for web layout. Everything is in a box. This includes fluid and grid layouts to create 'responsive' sites.

Responsive site design: The 'does it all' site means the ability for the site to adapt to multiple screen sizes (mobile, tablets and desktop) used by many different kinds of manufacturer devices.