

**The Art Institute of California
Course Syllabus**

Course Number: GD4400

Course Title: Special Topics in Graphic Design

Class Meetings: Wednesday, 1-5, 1170 Market, Room 310

Session/Year: Summer 2009

Instructor Name: Nina Bellisio

Email Address: nina@bellisio.com

Phone: (website) <http://classes.ninabellisio.com>

Instructor Availability Outside of Class: by appointment

Information Design for the Web

Course Description:

This course will explore of the process of web design from proposal to production. Students redesign, produce and user test a website with web and image editing software.

Course Length: 11 Weeks

Contact Hours: 44 Hours

Lecture: 22 Hours

Lab: 22 Hours

Credit Values: 3 Credits

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Apply time and resource management principles to the website production.
- Develop logically-structured web pages.
- Design layouts for a web page.
- Prepare and use images as effective elements of web design and content.

Course Prerequisite(s): Permission of Academic Director

Text(s): *The Elements of User Experience* by Jesse James Garrett, Peachpit Press, 2002. ISBN: 0735712026 and Lynda.com access.

Materials and Supplies: DVDs or hard drive to save files

Estimated Homework Hours: 4

Technology Needed: Image Manipulation software, web design software

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation:

Attendance and Participation	30%
Process steps	20%
Final site design	50%

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in recloseable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.

- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

SEE ADDENDUM FOR FULL LIST OF CLASS POLICIES

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Course Outline

- Week 1:** **Lecture:** class structure and introduction to project, demographics and psychographics, analyzing a website
 Lab: choose partner, start website analysis
 Homework: sign up for Lynda.com, web analysis
- Week 2:** **Lecture:** presentation of web analyses
 Lab: select website to redesign
 Homework: start analysis of redesign site
- Week 3:** **Lecture:** types of websites, intro to user testing
 Lab: user test selected sites (in-class), work on redesign analysis
 Homework: redesign analysis
- Week 4:** **Lecture:** intro to the 5 planes of user experience
 Lab: redesign analysis due
 Homework: reading: *The Strategy Plane and The Scope Plane* (in *The Elements of User Experience*), apply to redesign
- Week 5:** **Lecture:** Strategy and Scope Planes, wireframes and site maps
 Lab: work on site redesign
 Homework: reading: *The Structure Plane*, apply to redesign
- Week 6:** **Lecture:** Structure Plane, web 2.0, SEO and metadata
 Lab: work on site redesign
 Homework: reading: *The Skeleton Plane*, apply to redesign
- Week 7:** **Lecture:** Skeleton Plane, using Acrobat for site comps
 Lab: work on site redesign
 Homework: *The Surface Plane*, apply to redesign
- Week 8:** **Lecture:** Surface Plane, Photoshop and Dreamweaver site creation
 Lab: in-class user testing
 Homework: work on redesign
- Week 9:** **Lecture:** Dreamweaver and CSS
 Lab: online user testing
 Homework: work on redesign
- Week 10:** **Lecture:** final sites due
 Lab: critique of websites
 Homework: none

Week 11: **Lecture:** attend portfolio show/ info TBA
 Lab: none