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 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


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):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>100-93</td>
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<tr>
<td>A-</td>
<td>92-90</td>
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<tr>
<td>B+</td>
<td>89-87</td>
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<tr>
<td>B</td>
<td>86-83</td>
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<tr>
<td>B-</td>
<td>82-80</td>
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<td>C+</td>
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<td>C</td>
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<td>C-</td>
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<td>D+</td>
<td>69-67</td>
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<td>D</td>
<td>66-65</td>
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<td>F</td>
<td>64 or below</td>
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</tbody>
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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