“If one really wishes to be a master of an art, technical knowledge of it is not enough. One has to transcend technique so that the art becomes an ‘artless art’ growing out of the Unconscious.”

Eugen Herrigel

Zen in the Art of Archery

Class Information

Class: Tuesday/Thursday 10:10 am – 12:00 pm
Location: Seigfred 303
Instructor: Brandon Flayler
E-mail: flayler@ohio.edu
Office: 097B RTVC Basement
Office Hours: Monday, Wednesday & Friday 8:00 am – 10:30 am
Make an appointment via http://tungle.me/bflayler

Course Description

This course is designed to introduce the student to designing and publishing for the Web. The creative goals of this course will prepare each student with the understanding of user driven design that is appropriate for Web-based content. This course will also provide the student with the technical skills needed to create and upload content on the World Wide Web. No previous knowledge of Web publishing is necessary.

Course Materials

- Basics of Web Design: HTML5 and CSS3
  by Terry Felke-Morris
  ISBN: 0137003382
  required

- Don’t Make Me Think: A Common Sense Approach to Web Usability, (2nd Ed.)
  by Steve Krug
  ISBN: 0321344758
  required

  by Patrick McNeil
  ISBN: 160061972X
  recommended

- USB Flash drive dedicated for VICO 361
- Lynda.com Subscription (educational discount - $25 for the quarter)

Prerequisites

- VICO 314: Desktop Publishing
- VICO 371: Digital Imaging

Server Information

On Campus: smb://shared.ohio.edu/communication
Off Campus: https://sslvpn.oit.ohio.edu
Projects / Exams

Projects and exams for the quarter will include, but are not limited to the following:

1) Informational Website (40%)
2) Technology Presentation (15%)
3) Technical Exercises (20%)
4) Quizzes (15%)
5) Final Exam (10%)

This exam will be given at the time of the final - Thursday, June 9, at 10:10 a.m.
The final exam will be comprehensive and will cover materials from the required text, classroom lectures and discussions. Everyone must be present at the final exam time.

Grading

There are three aspects that will be considered when grading.

1) Process - was there class participation, was there an effort to learn more outside of class times, where new ideas shared with others in the class, was there an effort to come prepared and start conversation about work (your own and others work), was there additional work done beyond what was required, was professional work deconstructed outside of class and talked about inside of class?

2) Technical - is the code clean, is the code commented, are the files organized on the server, are there drafts of your work, are the files named correctly, are files the right size, was the creative process followed correctly (site maps, sketches, wireframes, mock-ups), etc?

3) Design - does the finished site look good, does it have clean information architecture / user interface, is there a conceptual thread?
Participation

Participation is defined as turning things in on or before the deadline, prompting class conversation, working and learning outside of class, sharing your findings with the class, doing extra work/exercises, coming to class on time, backing up your data, keeping your files organized, showing drafts of your work, having materials organized and ready when working in class.

Critiques

Critiques are essential to the growth of every designer and communicator. Each of the website projects will undergo two critiques: 1) During the early design phase, 2) Before the website is due. It is important for the entire class to be involved and to provide constructive feedback.

Think of critiques like weight lifting. The act of lifting weights actually breaks muscles down. It hurts and it’s not all that fun, but when the muscles heal they become that much stronger.

Late Work

Anything turned in late will lose a full letter grade for each day late. It will also be out of the grading rotation and will not be returned in a timely manner. Quizzes missed due to an absence will not be available to take at a later date.

Attendance Policy

A student is allowed 2 unexcused absences. Your final grade will be reduced by a full letter grade for each additional absence. If you miss a total of 5 class meetings, you will fail the class. If you miss 5 class meetings you have simply missed too much content and you can plan to retake the course next time it is offered. Any student listed on the class roll not attending the first two days of class will be dropped.

Academic Misconduct

While design elements are often inspired from other designers, outright copying of a design is considered cheating and will be dealt with as such. Blatant copying of another’s design will result in a failing grade for the class. In accordance with the Ohio University Student Code of Conduct, any form of academic dishonesty is unacceptable. If you have any questions or concerns refer to your student handbook at:

http://www.ohio.edu/students/handbook/index.cfm

Copyright

The lectures, classroom activities, and all materials associated with this class and developed by the instructor are copyrighted in the name of Brandon Flayler on March 29, 2011.
## Introduction to Web Design

VICO 361/561 – Section 07319/07356 – Spring 2011

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics</th>
<th>Due</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>W1</td>
<td>March 28 –  April 01</td>
<td><strong>Topics:</strong> Internet and introduction to Web Usability</td>
<td>(02) March 31: (Krug): Ch. 1, Ch. 2</td>
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<tr>
<td>W2</td>
<td>April 04 – 08</td>
<td><strong>Topics:</strong> Web Organization, Structure and HTML basics</td>
<td>(03) April 05: (Felke-Morris): Ch. 1, 2</td>
<td>Last Day to Add Classes, April 04, 2011</td>
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<td></td>
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<td><strong>Due:</strong> (04) April 07: (Felke-Morris): Ch. 3,4; (Krug): Ch. 3,4; Quiz 1</td>
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<td>VisCom Day, April 011, 2011</td>
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<td>W3</td>
<td>April 11 – 15</td>
<td><strong>Topics:</strong> Web Interface Design and HTML development</td>
<td>(05) April 12: (Krug): Ch. 5, 6; Presentation 1</td>
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<td><strong>Due:</strong> (06) April 14: (Felke-Morris): Ch. 5; (Krug): Ch. 7, 8;</td>
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<td>Mom’s Weekend, April 29–May 01, 2011</td>
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<td>W4</td>
<td>April 18 – 22</td>
<td><strong>Topics:</strong> Introduction to CSS, Images, Typography and Grids</td>
<td>(07) April 19: (Felke-Morris): Ch. 6; (Krug): Ch. 9, 10; Presentation 2</td>
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<td><strong>Due:</strong> (08) April 21: (Felke-Morris): Ch. 7; Quiz 2</td>
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<td>Last Day to Drop Classes, May 02, 2011</td>
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<td>W5</td>
<td>April 25 – 29</td>
<td><strong>Topics:</strong> HTML &amp; CSS Positioning, Layout and Visual Critiques</td>
<td>(09) April 26: (Felke-Morris): Ch. 8; Presentation 3</td>
<td>Advising Begins, May 09, 2011</td>
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<td><strong>Due:</strong> (10) April 28: Critique 1</td>
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<td>W6</td>
<td>May 02 – 06</td>
<td><strong>Topics:</strong> Interface Elements, Tables and Forms</td>
<td>(11) May 03: (Felke-Morris): Ch. 9; Presentation 4</td>
<td>Registration Begins, May 16, 2011</td>
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<td><strong>Due:</strong> (12) May 05: (Felke-Morris): Ch. 10; Quiz 3</td>
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<td>W7</td>
<td>May 09 – 13</td>
<td><strong>Topics:</strong> Visual Critiques and Print Styles</td>
<td>(13) May 10: Critique 2</td>
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<td><strong>Due:</strong> (14) May 12: Presentation 5</td>
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<td>W8</td>
<td>May 16 – 20</td>
<td><strong>Topics:</strong> Multimedia: Images, Audio and Video</td>
<td>(15) May 17: (Felke-Morris): Ch. 11</td>
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<td><strong>Due:</strong> (16) May 19: (Felke-Morris): Ch. 12; Quiz 4</td>
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<td>W9</td>
<td>May 23 – 27</td>
<td><strong>Topics:</strong> TBD</td>
<td>(17) May 24: Informational Website: Screen and Print</td>
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<td>W10</td>
<td>May 30 – June 03</td>
<td><strong>Topics:</strong> TBD</td>
<td>(20) June 02: Informational Website: Mobile</td>
<td>Memorial Day - No Classes, May 30, 2011</td>
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<td>Finals</td>
<td>June 06 – 10</td>
<td><strong>Final Exam:</strong> Thursday, June 9, at 10:10 a.m.</td>
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Class schedule is subject to revision during the quarter. Any changes to the class schedule will be posted on the class website.