

## Overview

Web 2 aims to solidify students' understanding of HTML and CSS while introducing more advanced programming techniques and developing students' visual design skills for the web.

In addition to reviewing core technical concepts like semantic markup, CSS layout, and responsive design, we will cover more advanced layout techniques, methods for managing browser rendering differences, HTML5, and the fundamentals of PHP programming. Students will also learn basic server configuration, FTP, and Dreamweaver CS5.

On the design side we will emphasize the fundamentals of user interface design, visual design theory as applied to the web, and frequently-encountered design "patterns": navigation structures, forms, buttons, galleries, etc. We will also cover practical techniques for designing sites in Photoshop and transitioning efficiently to working code.

## Projects

Students must complete two primary projects and submit files to the instructor on the due date. Both projects will be judged by the following criteria, weighted equally: *quality of concept* (interpretation of the problem into a design idea, originality of the approach, clarity of idea to the end user), *quality of design* (aesthetic harmony of visual elements, attention to typography, degree to which the design supports the content), and *quality of code* (validity of HTML and CSS, efficiency of coding methods, management of edge cases).

## Requirements & Grading

Students must complete the two projects, participate in class discussions and critiques, and post to the class blog as assigned. Periodic quizzes will cover technical material reviewed in-class. Weighting is as follows:

15%	In-class and blog participation
15%	In-class quizzes
70%	Two web projects (35% each)

Absences will be subject to Watkins policy: see pages 44-50 of the student handbook. Work must be submitted on time so that all students can benefit from the group critiques. *Projects turned in after the due date will be subject to a one letter-grade penalty (e.g. an A- becomes a B-).*

## Students With Disabilities

Per the Watkins 2011 handbook/course schedule, students with needs for academic or other accommodations are encouraged to contact the Director of Student Life as soon as possible to receive assistance in arranging appropriate accommodations. Further information may be obtained from the Director of Student Life at (615) 383-4848.

## Supplies

### Files

Students are required to bring project and exercise files and maintain backups. A USB flash drive is the simplest way to accomplish this, though Watkins server space or Dropbox account may be another option.

### Server Space

Students will receive account access and server space on <http://www.watkinswebdev.com> and are expected to post projects there.

### Software

Textwrangler (free, <http://www.barebones.com/products/textwrangler/>)  
Dreamweaver CS5 (available in-class on lab computers)

### Required Text

*A Practical Guide to Designing for the Web*, by Mark Boulton. Digital Edition: PDF, epub & Mobi are £15.00 (about \$25). See <http://designingfortheweb.co.uk>. The book's full text is also available for free as a series of web pages at <http://designingfortheweb.co.uk/book/>. However, the PDF is highly recommended for easy reference.

Weeks 1–5

**Markup and Layout**

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*Lecture & Demo Topics*

HTML review: separating semantics, presentation, behavior. CSS review: selectors, floats, positioning. Intro to Dreamweaver.

*Sample Exercises*

- Review a design and mark it up (in pen) with what you think would be appropriate HTML tags.
- Take an existing HTML document and style it to match a provided Photoshop comp.
- Create a provided layout in CSS through multiple methods: once with floats, the second time with absolute and relative positioning.

*Reading*

*Designing for the Web*, Parts 2 and 3

*Resources & Reference*

[http://v3.jasonsantamaria.com/archive/2004/05/24/grey\\_box\\_method.php](http://v3.jasonsantamaria.com/archive/2004/05/24/grey_box_method.php)  
<http://simplebits.com/categories/simplequiz/>  
<http://www.gracesmith.co.uk/an-in-depth-look-at-my-wireframing-process/>

Weeks 6–10

**Design Patterns**

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*Lecture & Demo Topics*

CSS techniques in the context of interface design patterns: CSS sprites, styling forms, creating buttons. Using IDs and classes to control defaults vs. special cases. Creating modular classes for a grid-based design. Choosing and designing fixed vs. fluid layouts.

*Sample Exercises*

- Translate a bus schedule into a web page, first using Photoshop, then in CSS.
- Explore typographic pairings and hierarchy using CSS.
- Take a site and redesign its navigation: use text instead of icons or vice versa.

*Reading*

*Designing for the Web*, Parts 4 and 5

*Resources & Reference*

[http://37signals.com/svn/archives2/css\\_tip\\_create\\_a\\_default\\_with\\_special\\_cases.php](http://37signals.com/svn/archives2/css_tip_create_a_default_with_special_cases.php)  
<http://z4ways.org/2008/making-modular-layout-systems>  
<http://960.gs>  
<http://cssgrid.net>

Weeks 11–15

**Dynamic Sites: HTML5, PHP, jQuery**

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*Lecture & Demo Topics*

Short history and explanation of HTML5 and what you can use today. Basic PHP: variables, functions, includes, user-submitted input. Webfonts (Google and others), jQuery revisited.

*Sample Exercises*

- Create a footer to be used on multiple pages (using a PHP include) that changes color based on its page.
- Create a page that allows the user to control the style or layout of the page through multiple controls (checkboxes, radio buttons, or pop-up menus) and PHP.

*Resources & Reference*

<http://php.net>  
<http://www.w3schools.com/php/>  
<http://diveintohtml5.org/>  
<http://www.alistapart.com/articles/semanticsinhtml5>

### Project 1: Personal Site

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Create a website that presents you and your work to the public.

Do not use design elements or ideas from last semester's work: you should take this project as an opportunity to write, research, and design a new (and more advanced) website, one with a more polished and cohesive visual design. You will be taking your site from concept to wireframe to Photoshop mockup to working code, so assemble your raw materials as early as possible.

Design *thinking* is encouraged: what visual or conceptual ideas can you incorporate to distinguish your site from others? Consider how your site's *dynamic* elements can play against *consistent* elements to create interest without sacrificing usability. What roles can color, typography, imagery, and texture play that aren't merely decorative? What structures (visual or otherwise) can you incorporate that relate to or highlight qualities in your art/design work?

#### Requirements

- Your site must contain a gallery of art/design work, your contact information, and a short bio. Additional content might include an artist's statement, a résumé, writing samples, a links/inspiration page, and/or a client list.
- You are also free to incorporate dynamic embedding (Flickr photos, Twitter feed, etc) if that content makes sense as part of your concept and can be thoughtfully integrated.

#### Due Date

October 13, 2011

### Project 2: Client Site

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Create a multi-page website for an organization you participate in, work for, or know well.

The organization you chose could be a small company, non-profit, church, or club. While you must research your organization and use as much real content as possible, you are encouraged to bring your own sensibility and priorities to the project. To that end, the only mandatory visual design element is the organization's current logo (if one exists). Your choice of organization must be approved by the instructor.

Once again, you will develop the site from concept to live code, evaluating your design decisions at every stage. What is the purpose of the organization, and how can the design of a website express and support it? What tone does it adopt in its print publications or advertisements, and to what extent should the website match that tone?

(This is "speculative" design, intended for your benefit—it is not recommended that you offer the real organization free work, especially without consultation and communication during the design process.)

#### Requirements

- A minimum of five HTML pages
- Recurring navigation controlled by PHP include(s)
- A contact form that sends an email to an address
- Events listing/calendar
- Blog/News pages (both landing page and example of a single article page)

#### Due Date

December 8, 2011