

WEB AND MULTIMEDIA

Art 3353

Instructor: Dan May

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T TR. 09:30AM 12:20PM

Lab Hours: 8:00 AM-7 PM

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Purpose:

To provide skills for web and multimedia production and provide a basic working knowledge of applications designed for new media. There will be a great deal of ground covered while showing how the Adobe Suite of Products integrate together. We will also be dealing with issues in CSS as it relates to HTML, and the incompatibilities that still exist across browsers.

Of course, this is still a design course, so the aesthetics of usability and visual appeal must be assessed with equal weight.

Applications and Programs to be used:

HTML-XHTML (BBedit) CSS, Dreamweaver, FLASH, Adobe Photoshop, Adobe Illustrator, Final Cut and others

Goals:

1. Problem solving: Develop students' analytical and problem solving skills to foster self-awareness, thus allowing for the exploration, development, and heightening of individual creativity.
2. Communication: Enable students to effectively communicate visually, verbally, and through written form by focusing on the critical and analytical visual arts skills of their work and the work of others.
4. Practical and theoretical knowledge: Provide students with a solid foundation in the visual art: practical and theoretical knowledge, skills, and dispositions required to make the transition to the professional art environment.

Appointments:

All appointments must be scheduled in advance. Office Hours are posted on my door.

Attendance:

Absences WILL reduce your grade. FOUR ABSENCES WILL RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE. Additional absences will further reduce the course grade incrementally by a full grade. Absences must be excused by written note or must be arranged by the student prior to class. If a student is involved in any extra-curricular activity, it is your responsibility to inform me in advance of your participation in any event. Leaving early will count against you unless prior arrangements are made. Class participation is encouraged and evaluated as part of your grade.

Grades:

A=(93-100)

B=(92-87)

C=(86-76)

D=(75-66)

F=65 and below

Grading procedure for work: Each assignment has a set of parameters that will be outlined. When minimum requirements are met you receive a "C" grade. You can move up or down from there based on percentage of completion and merits of work which will be evaluated by your proficiency in the medium. Though this is a computer based proficiency it still requires a sense of style and originality, so you will be graded with that in mind.

Required Text:

Learning Web Design: Jennifer Neiderst Robbins

Adobe Dreamweaver CS3; Against the Clock

In class work will be taken from the books, so it is imperative that you purchase them.

Assignments:

All assignments are due at the beginning of class unless posted otherwise.

Any assignment not turned in on time will receive a "F."

Assignments points are evaluated on the time allotted to complete them.

1 week assignments will be worth 50 points

2 week assignments will be 100 points and so on

Tests:

Mid-term 10% grade...based on tags and terms within the books
 Final 15% grade...Based on troubleshooting problems within a site.

Course Outline:**History**

Overview of the web and the internet will be reviewed.

Terminology

Learning the terms is essential.
 We will be learning the latest form of tags and elements as outlined by w3c but will also review deprecated terminology as well.

Structure

Learning the variety of formats available and their limitations.
 HTML v. Flash, XHTML and CSS

Applications

Dreamweaver and BBEdit, Flash, Final Cut Pro and After Effects

Web Development

A variety of simple web sites will be built as a practice forum in class before building sites as assignments and prior to a final project that will incorporate what you have learned into a cohesive site.

SCHEDULE**Week 1**

TH Introduction to class: Go over books and requirements. Talk about history and differences between CSS, Flash, HTML. Talk about tags and other terminology.
 For Tuesday read **Learning Web Design**: pp 3-18

Week 2

T Discuss file naming, page structure, browser limitations, name conventions, hierarchies, anatomy of web, addresses, types of file usage, user preferences, resolution, RGB color, deprecated tags. Text based HTML, Source code. Do class exercise.
 For Thursday read **Learning Web Design**: pp 30-33, pp38-48:
Adobe Dreamweaver CS3; Against the Clock pp1-8

TH Work with tools and user interface in Dreamweaver building simple page.
 Create a simple page using text and CSS w/o Dreamweaver.
 For Tuesday read **Learning Web Design**: pp 51-69
Adobe Dreamweaver CS3; Against the Clock pp11-21
Create a home page with header graphic, 3 links, text

2 paragraphs with heads with

well designed and thought aesthetically pleasing

use of color for heads and backgrounds. Title of home page..."Dufus' Page."

Week 3

T **Creating a basic flowchart**, Using block elements, divs, in-line elements, lists, line breaks, semantic v. presentational elements, changing font color, size etc, special characters, anchors. For Thursday read **Learning Web Design**: pp 71-93:
Adobe Dreamweaver CS3; Against the Clock pp 33-35

TH Work with tools and user interface in Dreamweaver building simple page.
Create a simple page using text and CSS w/o Dreamweaver.
For Tuesday read **Learning Web Design**: pp 51-69
Adobe Dreamweaver CS3; Against the Clock pp11-21

Week 4

T **Creating pages in Photoshop**, Layout pages, create links, buttons, rollovers, export jpegs, import layout into Dreamweaver and make adjustments.
Creating pages in Illustrator, layout pages, create links, buttons, rollovers, export jpegs, import layout into Dreamweaver and make adjustments.
Linking with your own site, linking with other sites. More semantics...
For Thursday read **Learning Web Design**: pp 95-108:

TH **in class exercises: "Moxie Portfolio" from Adobe Dreamweaver CS3; Against the Clock**
"mail to" links, opening new windows with a link, linkadink a dinks.....
For Tuesday read **Learning Web Design**: pp 109-113, 115-127
Adobe Dreamweaver CS3; Against the Clock pp 40--54.

Week 5

T **Creating pages in Photoshop**, Layout pages, create links, buttons, rollovers, export jpegs, import layout into Dreamweaver and make adjustments.
Creating pages in Illustrator, layout pages, create links, buttons, rollovers, export jpegs, import layout into Dreamweaver and make adjustments.
Linking with your own site, linking with other sites. More semantics...
For Thursday read **Learning Web Design**: pp 95-108:

TH **in class exercises: "Moxie Portfolio" from Adobe Dreamweaver CS3; Against the Clock**
"mail to" links, opening new windows with a link, linkadink a dinks.....
For Tuesday read **Learning Web Design**: pp 109-113, 115-127
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