AA 2240

Prof.: Daniel Wildberger

diseño de paginas
web formativo

1

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COURSE OVERVIEW

An introductory course on the fundamentals of web design and front-end development. By applying principles of design to an interactive digital context, students will learn how to build web pages and aquire useful skills that have become critical to the formation of any graphic designer.

Through a series of assignments, exercises, lectures, and discussions, students will familiarize themselves and become productive in HTML and CSS, the common code languages of the web. We will address issues of UX (User Experience) and explore how UI (User Interface) can be used to facilitate, and even bring joy, to interactions. Students will acquire technical knowledge while developing new sensibilities in web design practices such as: outlining structural content, wireframing, prototyping, coding, debugging, and optimization.

SUPPORT MATERIALS
Required
· *HTML & CSS: Design and Build Websites,* by Jon Duckett
Recommended
· *Don't Make Me Think: A Common Sense Approach to Web Usability*, by Steve Krug
· *Above the Fold: Understanding the Principles of Successful Web Site Design*, by Brian Miller
· *Learn to Code HTML & CSS: Develop & Style Websites*, by Shay Howie
· Code School, Treehouse, Code Academy, Code School, Udemy, General Assembly

PRACTICE

There will be several studio projects and exercises over the course of the semester. Projects are designed to encourage conceptual thinking and develop problem-solving skills. Each project will be graded based on:
· **Analitical Thinking:** understanding the problem
· **Creative Thinking:** conceptual approach, innovation, surprise
· **Execution:** form and composition

· **Aesthetics:** beauty is in the eye of the beholder
· **Project Development:** class to class progress, participation, punctuality, work ethic, preparedness, ability to work with others
· **Presentation:** publishing aspects, optimization, site structure, file naming

Every stage of each project will be considered in the grading process (research, thumbnail sketches, iterations, final pieces, and class discussion.) The process of designing, developing and how you got there is as important as the final piece you made. Hence the student must be prepared to hand in all stages of work involved in a particular project: everything counts.

Final work must be published in the google drive folder for the course.

WORKLOAD

This class covers a great amount of content. You are expected to work in every class but anticipate working at least six hours per week outside class time. Without putting the work outside class and revising the material you will be compromising your learning. It is critical to make progress between class meetings in order to take advantage of the course – not being prepared will put you behind and ultimately affect your grade.

CALENDAR

With each new assignment a calendar will be presented covering the expectations and schedule for the project. **If you miss a critique or deadline your grade will be affected:**
· Late work will be lowered 10 pts for every class period that work is not turned in.
· You'll loose 10 pts if you miss the final project critique.

When due dates are given it means that the project is due or the critique will begin at the beginning of class period, unless otherwise specified. Projects turned in on the due date but after the beginning of the critique will lose 5pts.

OFFICE HOURS: mon - tue 9:00 - 10:00 / 4:00 - 5:00
                wed - thu 10:00 - 12:00
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RE-SUBMISSION

Students are allowed to resubmit one project with their final at the end of semester. This re-submission will be reevaluated and the new grade, if superior, will replace the old grade. However, **it needs to be a complete new design, otherwise it won't be considered**. Please let your instructor know beforehand if you are willing to resubmit a project.

WRITING

It is important for a designer to be able to express himself/herself on paper in a clear and professional manner. During this course, you will be required to write the following (essay format, typed, at least 300 words in length):

· **Creative Think Piece (CTP)**
  An essay which gives you an opportunity to reflect, consider, ponder – that is, think about - ideas presented in class or in readings.

Writings will be graded based on clarity, precision, eloquence, and ability to articulate ideas. Move past purely factual information such as dates, locations, descriptions, etc. – critical analysis is far more enlightening. **If you fail to turn any of the essays your project grade will be lowered by 10 pts.**

LECTURES & CRITIQUES

Participation in discussions is essential during lectures and critiques. You are expected to take notes and ask questions. Ability to eloquently and constructively speak about your work and the work of your peers is a necessary skill in the field of graphic design. Do not underestimate the value of peer review—fellow students can be a great resource for understanding and improving an assignment. Each member of the class is expected to make an equally strong contribution.

There will be group and individual critiques held during class (individual critiques are between the instructor and the student).

GRADING

This is an advanced class therefore your work will be graded by a higher standard. Completing the minimum requirements outlined on an assignment qualify as average (70–79) work. The degree and quality of effort with which a student engages in the different criteria (above or below the minimum requirements) for each assignment determines how well they do.

GRADING SCALE

90–100
  Outstanding work with class participation
80–89
  Above average work and class participation
70–79
  Average work with required amount of involvement
60–69
  Below average work with little or no involvement in class
59–0
  Poor, unacceptable, not submitted

ATTENDANCE

Limit of absences for this course: 2

To benefit from this course you must be here to interact with your instructor as well as your peers. Attendance is mandatory and will be taken at the beginning of each class. On-time arrival is also mandatory. Habitual tardiness is not only disrespectful, it will affect your final grade: **two occurrences of arriving late, leaving early, or a combination of both will equal one full absence**. If you reach a total of two absences, you will have reached the limit for the semester. From that point on, every class missed will lower your semester grade by 10 pts. If you miss a class, you are responsible for any material missed and should be prepared for the next meeting. If you have excessive absences due to a serious issue, you may withdraw from the course.

LAB

No food or drink in the lab. Silence your phones. Headphones are permissible during open studio time, but should be removed for any lectures, discussions or announcements. Respect those around you and use your class time wisely. The failure of adhering to a professional studio etiquette will affect your class performance and, therefore, your final grade.

ACADEMIC CONDUCT

Please adhere to the rules of academic integrity described in UDEM´s Código de Honor:
http://www.udem.edu.mx/Esp/Vida-Estudiantil/Documents/Reglamentos-2015/Codigo-de-Honor.pdf

CHEATING AND PLAGIARISM

Plagiarism will not be tolerated. As it is related to this class, plagiarism is the copying of existing art, photography, written information or another designer's ideas whether they are classmate or professional. The evidence of cheating and/or plagiarism will result in penalties as outlined in UDEM´s student code of rights and responsibilities.

3

CHANGE IN COURSE REQUIREMENTS

Since all classes do not progress at the same rate, I may wish to modify the requirements or their timing as circumstances dictate.

TOOLS & SUPPLIES

A list of items that you might need for your work. You will use these throughout your design career, as they are commonly used by professional graphic designers.

1.   Sketchbook (bring to every class)
2.   Black Marker
3.   Mechanical and regular pencils
4.   A small brush
5.   18 inch metal ruler (steel) with a cork backing
6.   16Gb USB flash drive
7.   CD-Rs or DVD-Rs (for hard copies)
8.   X-acto knife and refill blades.
9.   Cutting Mat
10. Black mat board (black on both sides)
11. Spray Mount/3M Super 77 or Scotch Photo Splits 2-Sided Adhesive Tabs With Applicator
12. Scotch/Magic Tape
13. Tracing paper
14. 1 soft white plastic eraser
15. Scotch glue stick
16. Bone folder

SOME RESOURCES

developer.mozila.org
html5rocks.com
htmldog.com
webplatform.org
lynda.com
html5please.com
codeschool.com
treehouse.com
codeacademy.com
css tricks
a list apart
awwwards
css winner

PROGRAMA ANALÍTICO

To review the programa analítico for this course:
https://portal.udem.edu/web/mi-portal/prog_analit_usuarios