

# SYLLABUS & WEEKLY SCHEDULE

<b>Class Location</b>	Thursday 2:35 pm – 5:30 pm, Spellman Hall 115
<b>Semester</b>	Fall 2014 (Sept 2 - Dec 12)
<b>Instructor</b>	Nina Bellisio
<b>Email</b>	nbellisi@stac.edu
<b>Phone</b>	845 398-4155
<b>Class Website</b>	bellisio.stacstudiofriday.com
<b>Office Hours</b>	Mondays 10:00-11:00 and Tuesdays 11:00-2:00, room Maguire 104

### Description

Developing the necessary technical, theoretical, and design skills to create user sensitive websites, students learn how to plan and design web pages and how to develop efficient navigation of a website. XHTML, CSS and Flash are discussed, Adobe Dreamweaver and Photoshop are used as web authoring software. Prerequisites: ART 218, ART 227 or ART 231.

### Learning Outcomes

- » Demonstrate an understanding of web design workflow and process
- » Design layouts for a website reflecting the needs of an appropriate target audience
- » Develop a logically-structured site map
- » Design wireframes for multiple page types
- » Create appropriate links, animations and graphics for a site
- » Perform user testing at various prints during the design process

**Materials**      *Above the Fold* by Brian Miller, How Press, 2011. ISBN: 144030842X  
Flash drive (or similar), sketchbook, pencil, Sharpie, X-Acto knife

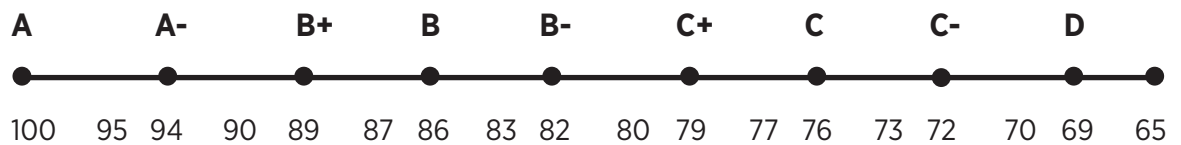
### Process of Evaluation

Attendance and Participation	20%
Site Process Steps	30%
Final Site Redesign	50%

No late work will be accepted. On-time work may be revised for possible grade improvement. More than 3 absences results in the failure of the course unless reinstatement is petitioned. Access to a computer and Adobe CS6 is highly recommended for success in this class.

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## Grade Scale



## Academic Integrity

Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog.

As a student in this class, you must demonstrate your commitment to academic integrity by submitting work which originates in your own imagination, analytical faculties, or your own knowledge, which you have done yourself, and which represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always insure that these sources are properly cited using the recommended documentation system.

## Accommodations Statement

Students requiring accommodations for a documented disability should notify the instructor before the end of the first week of class.

## Electronic Device Policy

Faculty members at St. Thomas Aquinas College have the discretion to regulate the use of electronic devices in their classes, and students should not use such devices without the expressed consent of the professor. This policy covers cell phones, PDAs, laptop computers, or any other device the use of which might constitute a distraction to the professor or to the other students in the class, as determined by the professor. Students with documented disabilities should discuss the issue of laptop use with their professor at the beginning of the semester. For more extreme cases of classroom disruption, refer to the College's Disruptive Student Policy.

	LECTURE/ LAB	HOMEWORK
<b>01</b> 09/04	Class structure and introduction to project, homepage analysis and presentation. Discuss webpage areas (header, feature area, body/content, sidebar, foot and background)	» Select possible redesign sites.
<b>02</b> 09/11	Select website to redesign. Competitive analysis, personas, wireframes, sitemaps and overall structure.	» Start analysis of redesign site » <i>Above The Fold</i> chapter 1
<b>03</b> 09/18	Types of websites, John Maeda and <i>Simplicity</i>	» Work on redesign analysis » <i>Above The Fold</i> chapter 2
<b>04</b> 09/25	Presentation of Redesign Analysis. Intro to user testing. user test selected sites (in-class)	» Find examples of well-designed sites, start collecting screenshots » <i>Elements of User Experience</i> chapter 2 (PDF)
<b>05</b> 10/02	Introduction to the 5 Planes of User Experience. List user needs and goals for site (site objectives)	» Apply Strategy and Scope to your site redesign » <i>Above The Fold</i> chapter 3
<b>06</b> 10/09	The Structure Plane, wireframes and site maps. Work on site redesign	» Apply Structure to your site redesign
<b>07</b> 10/16	The Skeleton Plane, web 2.0, SEO and metadata	» Apply Skeleton to your site redesign » <i>Above The Fold</i> chapter 4
<b>08</b> 10/23	The Surface Plane, design comps	» Apply Surface to your site redesign » <i>Above The Fold</i> chapter 5

	LECTURE/ LAB	HOMEWORK
<b>09</b> 10/30	Dreamweaver, Photoshop and CSS	» Work on redesign
<b>10</b> 11/06	Create a sample page in Dreamweaver. In-process critique and user testing of site	» Continue to work on redesign
<b>11</b> 11/13	Open lab. Compile redesign summary, before and after screenshots of homepage and description of redesign process (pdf)	» Continue to work on redesign
<b>12</b> 11/20	In-process critique.	» Continue to work on redesign
<b>13</b> 11/27	<b>No Class: Thanksgiving</b>	
<b>14</b> 12/04	Open lab.	» Continue working on redesign and process description.
<b>15</b> 12/11	Presentation and critique of site redesign	