

***Web for Designers / This studio class explores the world of web design from the perspective of a graphic designer. We will explore the design methods and techniques of a modern graphic designer working in web development, brainstorming methodology, working with design flats and mockups, and integrating external web resources.***

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Tuesday / Thursday  
12:00 – 1:50  
MCK 162

Rob McConnell  
rob.mcconnell@byuh.edu  
Office / 185B MCK  
Office hours / by appointment

Credits / 3  
Prerequisites / ART 112, 210,  
212, 311, 333, IT 240

### **Course Description**

A studio class introducing students to graphic design for the web environment. Through an investigation of CSS, HTML, and a variety of other tools each student will understand graphic interface design and information design as it pertains to the user's experience of digital media.

### **Learning Outcomes**

Upon completion of this course students will demonstrate an understanding of concept development, mockup methods, web typography, code library integration, and a working understanding of HTML and CSS. Students will learn web design using Adobe Dreamweaver, Brackets, and TypeCast.

### **PLO + ILO**

The program outcomes for this course are: (2) Demonstrate studio proficiency in digital imaging and computer software production techniques. (3) Demonstrate methods of critical thinking through critique, compositional analysis, and interpretation of the elements and principles of design. (5) Demonstrate proficiency in professional practices of visual arts documentation and presentation through portfolio production and exhibition. Correlating institutional outcomes include: Knowledge, Inquiry, Analysis, & Communication.

### **Lab**

You may use MCK 162 or MCK 177 for lab work; please check posted hours.

### **Objectives**

#### COMPREHENSION OF DESIGN METHODS

1. Break it down: Deconstruct existing websites with a variety of purposes to understand how different approaches shape the user's experience.
2. Be flexible: Web design is a fluid process, as you work through a project be willing to test and make adjustments to your work.
3. Build it right: Produce mockups and flats that fit industry conventions as well as the content itself.

#### COMPREHENSION OF CODE

4. Design centered course: The purpose of the course focuses on the design, not the technicality of the code.
5. Design thoughtfully: Take advantage of resources and per-existing code libraries. THIS DOESN'T MEAN COPYING.
6. Code neatly: Create publish-ready documents that can be shared with future vendors, employers and other collaborators in the design process.

#### COMPREHENSION OF COMPOSITION

7. Don't re-invent the wheel: Use historical and contemporary examples as clues for solving your own complex compositional challenges. AGAIN THIS DOESN'T MEAN COPYING.
8. Making meaning: Use typographic strategies to convey your message and complement your content.
9. Develop your voice: Evolve over time the ability to add one's own style and expression to complex designs.

### **Work & critiques**

- If you are having difficulty understanding an assignment or completing your work, it is your responsibility to talk to me right away.
- Class assignments and resources will be posted to canvas
- Please bring all sketches / files that pertain to the development of your projects to class.
- You must meet all project deadlines. Late work is not accepted.
- There is no extra credit. However if you submitted a project on time you may resubmit as many times as you wish for a better grade.
- Help us to evaluate your work and give you productive comments by presenting all work at the correct scale and medium!
- If you have not finished work for a critique, come to class anyway to at least engage the discussion.
- You are only to work on studio projects during class sessions; no personal email, social networking, phone calls, texting or chat during critiques, demos or lectures.

### Instructional methods

This course is structured around several web design projects that grow in complexity throughout the semester. You will have ample opportunity to experiment through trial and error, explore various approaches, and learn a handful of tools that are essential in the field of web design. Classes will consist of critiques, presentations, work sessions and discussion. We will meet as a large group, in small groups and in individual meetings at different points in the semester. Each assignment and portion of the project builds throughout the semester. This makes it vital to be prepared for each class and stay on track with the project. I am available during the weekday by appointment, and via email for additional help throughout the semester.

### Attendance

Punctuality shows professionalism. Class will start on time each day. I expect you to come prepared and ready. Latenesses and unexcused absences reduce overall grades. Each class begins with a discussion of the reading, or a brief lesson in coding and design tips. Missing this instruction makes completing your class assignments and projects much more difficult. Please email me before class if you have a legitimate excuse.

### Grading

Grades will be given based on the quality of concept, care and craftsmanship, presentation and participation in critiques, and willingness to revise and refine. You will receive a grade for each project you complete throughout the semester. Consideration will be given to how much a student's work has developed and how well that development demonstrates an understanding of the concepts of the course. There are two types of assignments in the class, projects and exercises. Exercises are worth less points, take less time and help contribute to meaningful discussion during our class. Projects are longer term larger assignments. You may rework and improve on the projects for a better grade for the final portfolio as long as you submitted your work during the original due date. The grade breakdown is as follows: Attendance (15%); Visual Process (15%); Reading (15%); Product (55%).

#### GRADE DESCRIPTIONS

A	95% – 100%	Work of exceptional quality
A–	90% – 94.9%	Work of high quality
B+	87% – 89.9%	Work of high quality, higher than average abilities
B	83% – 86.9%	Very good work that satisfies goals of the course
B–	80% – 82.9%	Good work
C+	77% – 79.9%	Average work, understanding of course material
C	73% – 76.9%	Adequate work, passable
C–	70% – 72.9%	Passing work, but below good academic standing
D	60% – 69.9%	Below average work, does not fully understand the assignments
F	50% & below	Failure, no credit

#### ATTENDANCE (15%)

1. Attendance
2. Deadlines
3. Preparation & use of class time
4. Participation in Class critiques

#### VISUAL PROCESS (15%)

1. Research (quality/quantity)
2. Articulation of the problem
3. Ability to convert research into idea generation and visual form
4. Development of ideas through project & semester
5. Improvement of work across the semester

#### READING (15%)

1. Completion of the reading assignments
2. Comprehension of material and how it relates to our work
3. Application of reading into your current and future practice
4. Participation in class discussion

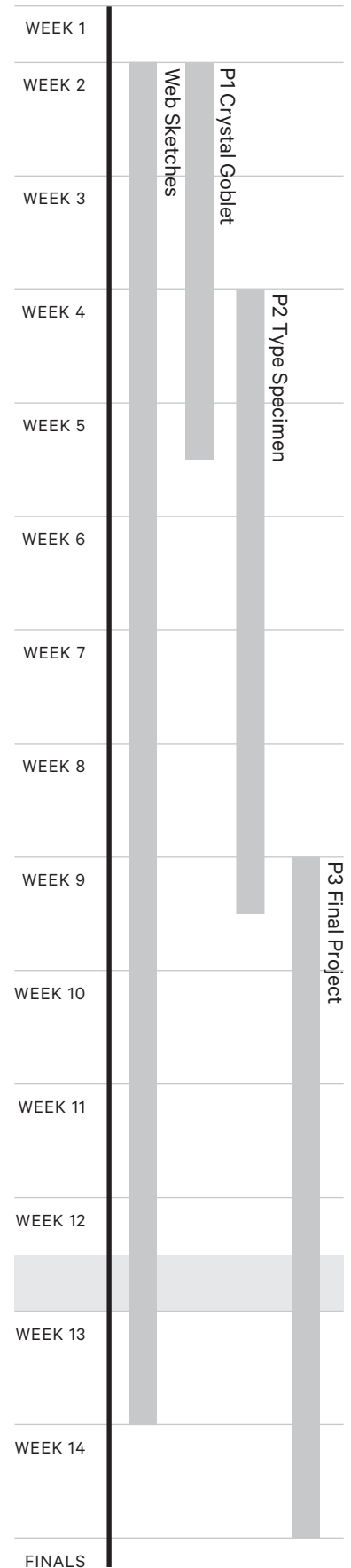
#### PRODUCT (55%)

1. Appropriateness of the solution as a response to the assignment
2. Inventiveness of the solution as a response to the assignment
3. Understanding of the user/audience for the problem
4. Craftsmanship

**Tentative course calendar**

**Homework & Reading**

WEEK 1		
SEP 7	Course introduction	HW Four examples / OWT Chap 5 & <i>Crystal Goblet</i>
WEEK 2		
SEP 12	Four examples / <b>P1 Crystal Goblet</b>	HW P1 sketches / <i>A Look at Length Units in CSS</i> / CP1
SEP 14	Critique sketches / Units	HW <i>Don't Fear the Internet (DFI)</i> 1-3
WEEK 3		
SEP 19	Using Typecast	HW CP2 (Code Pen Week 2)
SEP 21	Editing existing code	HW <i>DFI</i> 4 & <i>Getting to Know HTML</i> / Typekit Practice
WEEK 4		
SEP 26	<b>P2 Type Specimen</b>	HW P2 sketches / CP3
SEP 28	Critique sketches / Squash bugs	HW <b>Final P1</b> / P2 flats / <i>DFI</i> 5-8
WEEK 5		
OCT 3	P1 showcase / HTML scratch	HW CP4
OCT 5	CSS crash course	HW P2 HTML / OWT Chap 3
WEEK 6		
OCT 10	Code	HW CP5
OCT 12	Critique / Code	HW OWT Chap 4
WEEK 7		
OCT 17	Responsive Breakpoints	HW CP6
OCT 19	Critique	HW OWT Chap 1
WEEK 8		
OCT 24	<b>P3 Final Project</b>	HW P3 Proposal / CP7
OCT 26	P3 Proposals / Squash bugs	HW <b>Final P2</b> / P3 sketches / <i>What Screens Want</i>
WEEK 9		
OCT 31	P2 showcase / P3 sketches	HW CP8
NOV 2	Critique	HW OWT Chap 2
WEEK 10		
NOV 7	P3 flats	HW P3 main page / CP9
NOV 9	Critique	HW <i>Designers vs. Coding</i>
WEEK 11		
NOV 14	P3 responsive flats	HW P3 main flats / CP10
NOV 16	Critique	HW OWT Chap 6 & Conclusion
WEEK 12		
NOV 21	Pecha Kuchas & InVision	HW P3 responsive flats / CP11 / <i>Dark Patterns</i>
NOV 23	THANKSGIVING / NO CLASS	
WEEK 13		
NOV 28	Work Day	HW <i>Developing your Creative Voice</i>
NOV 30	Critique	HW CP 12
WEEK 14		
DEC 5	Work Day	HW <b>P4 Final (Photoshop flats / PechaKucha)</b>
DEC 7	Final Critique	HW <b>All Resubmissions</b> / Course evaluation
FINAL EXAM		
DEC 12	<b>Projects showcase</b>	



## University Policies

### HONOR CODE

The Honor Code exists to provide an education in an atmosphere consistent with the ideals and principles of the Church of Jesus Christ of Latter-day Saints. Students, faculty and staff are expected to maintain the highest standards of honor, integrity, morality, and consideration of others in personal behavior. Academic honesty and dress and grooming standards are to be maintained at all times on and off campus. For specific information see <http://honorcode.byuh.edu/>

### UNIVERSITY STATEMENT ON DISCRIMINATION

The University is committed to a policy of nondiscrimination on the basis of race, color, sex, pregnancy, religion, national origin, age, disability, genetic information or veteran status in admissions, employment or in any of its educational programs or activities. For specific information see the nondiscrimination policy at <https://policies.byuh.edu/>

### TITLE IX AND SEXUAL MISCONDUCT

The University will not tolerate any actions proscribed under Title IX legislation, specifically sexual harassment, sexual violence, domestic or dating violence or stalking perpetrated by or against any university students, university employees or participants in university programs. For specific information see <https://titleix.byuh.edu/>

All faculty and staff are deemed responsible reporting parties and as such mandated to report incidents of sexual misconduct including sexual assault to the Title IX Coordinator:

Debbie Hippolite-Wright, PhD  
Title IX Coordinator  
Vice President of Student Development & Services  
Lorenzo Snow Administrative Building  
55-220 Kulanui Street  
Laie, HI 96762  
Office Phone: (808) 675-4819  
E-Mail: [titleix@byuh.edu](mailto:titleix@byuh.edu)

### STUDENT ACADEMIC GRIEVANCE POLICY

Students who feel that their work has been unfairly or inadequately evaluated by an instructor are encouraged to pursue the matter as an Academic Grievance by following the steps found in the Academic Grievance policy at <http://catalog.byuh.edu/node/300>

### DISABILITY SERVICES

If you have a disability and need accommodations, you may wish to self-identify by contacting:

Disability Services  
McKay 181  
Phone: (808) 675-3518 or (808) 675-3999  
Email address: [leilani.auna@byuh.edu](mailto:leilani.auna@byuh.edu)

### REPORT A CONCERN

If you have a concern to report go to <http://about.byuh.edu/reportaconcern>