This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio explores the use of the world wide web, blogs, social media and other interactive media as a creative outlet for portfolio development.

**Student Learning Outcomes**

- To learn and practice the history of web design, its purposes, uses and where it is headed.
- To create with and learn the software necessary to create web pages. This includes Dreamweaver, Flash and Adobe Illustrator.
- To create pleasing design techniques for the web.
- To practice the above principles in practical projects.
- To create blog sites and social media outlets

**Course Pre-requisites**

ARTS 3360 & ARTS 2361 are recommended as prerequisites for this course. Students should have a general understanding of Adobe software applications. Students should also be familiar with the Macintosh interface. Students should be familiar with history of graphic design, typography and mounting procedures. If this is not the case, and you have not taken ARTS 3360 and ARTS 2361, please meet with me during office hours or schedule a time on Friday.

**Reference Texts**

- Adobe Flash CS3 Professional Classroom in a Book (Paperback) by Adobe Creative Team
- Adobe Dreamweaver CS3 Classroom in a Book by Adobe Creative Team
- Pantone Guide to Communicating with Color by Leatrice Eisemann
- Adobe Illustrator Classroom in a Book

**Required Materials**

- Portable media: Jump drive/ USB drive. At least 1 GB
- Process notebook: Black 3 in. 3-ring binder w/ plastic sleeves & tab dividers for each project and notes
- Mounting supplies: Foam core (provided), 3M Super 77 spray mount glue (provided), & XActo knife NOT PROVIDED

*Supplies may be purchased at Hobby Lobby, JoAnn’s
*Printing may be done at Kinko’s, Campus Copies, Office Depot
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grading opportunities

100-90 A, 89-80 B, 79-70 C, 69-60 D, below F

Major projects will total 80 points of your final grade. Class participation will total 20 points of your final grade.

major projects

There will be three major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points broken down for that specific project.

CLASSROOM POLICIES

late work

This class will run as professional practice. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

study week time

We share CCH 231 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

cell phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

e-mail addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

*Notice to Students with Disabilities: Texas A&M University—Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

• Introduction, Syllabus, Course Overview.
• Lecture :: History of Web Design
• Lecture :: How We Perceive the Web and the UX
• Lecture :: Dreamweaver How To & Why
• In Class assignment in Dreamweaver

Week Two

• Lecture :: Dreamweaver continued
• Lecture :: Saving and formatting Files for the Web
• In Class assignment (site mapping)
• Choose client for project one
• Sketch layout ideas, create site map for client site
• Lecture :: Color & Type for the Web
• Create mood board for project one

Week Three

• Work on project one in class
• Set up shell in Dreamweaver
• Lecture :: Optimizing for the Web
• Lecture :: Adobe Illustrator for the Web
• Lecture :: Illustrator & Dreamweaver compatibility
• By end of week, should be 20% complete
• Optimize images for the web
• Lecture :: Simple HTML Code

Week Four

• Lecture :: FTP
• In Class critique on project one
• Continue to work in class
• Should be 70% complete by end of the week
• Lecture :: User Testing
• Conduct user testing with at least 10 users (5 in class, 5 outside of class)

Week Five

• Turn in and present project one to class
• Recap of project one, challenges?
• Lecture :: Blogging (similarities and differences in web site design and use)
• Lecture :: Creating Blogs and blog sites
• Integrating blogs into the overall UX

Week Six

• Discuss project two :: Develop blog site for existing web site company
• Develop site map for blog
• Develop strategy for blog UX
• Work in class on project two, 20% complete by end of week

Week Seven

• Continue with project two
• In Class critique
• Work in studio this week to make headway on project
• Lecture :: Accessibility for the Web
• Implement ADA specs into your web page built so far
Week Eight
• Present Blog to class for feedback
• Present final product to client
• Lecture :: Flash (integrating into web sites)
• Lecture :: Flash vs. HTML
• In Class assignment :: PacMan Game

Week Nine
• Work on In Class assignment :: PacMan Game
• Present PacMan Game to class, declare winner!

Week Ten
• Lecture :: Social Media, Guest lecturer Holly Hoffman
• Lecture :: Social Media UX
• Discuss project Three :: Social Media Strategy and Implementation
• Present SM Strategy to class

Week Eleven
• Continue work on final project
• In Class critique of progress
• Studio work time this week on final project
• Should be at 50% this week

Week Twelve
• Continue work on final project
• In Class critique of progress
• Studio work time this week on final project
• Should be at 80% this week

Week Thirteen
• Continue work on final project
• In Class critique of progress
• Studio work time this week on final project
• Should be at 100% this week

Week Fourteen
• Present to professional panel in UC on final exam day

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Graded Activity

Major Project One
HTML / Illustrator Web Site Design
Use Dreamweaver to create HTML web site.
30% of final grade :: Up to 30 points can be earned on this project.
Technical Work: 10 pts
Process: 5 pts
Overall Design: 15 pts

Major Project Two
Blog Site Design
Students will work individually to create blog site
30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Technical Work: 10 pts
Process: 5 pts
Overall Design: 15 pts

Major Project Three
Social Media Campaign
Each student will create a social marketing campaign.
30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
Technical Work: 10 pts
Process: 5 pts
Overall Design: 15 pts