artd 313a

This course is an introduction to web development and design using CSS and XHTML. Three main aspects of web design will be covered in this class: code, design, and concept. Using XHTML and CSS, the student will learn how to execute ideas in a standards-compliant, accessible manner. traditional design principles such as hierarchy, composition, typography and readability will all be covered extensively. With a strong concept, aesthetic design and proper coding follow naturally. Strong concepts build communities, generate traffic and propagate messages.

This course will largely focus on the creation of internet memes and their effect on internet culture. Memetic Media Encyclopedia (**memeticmediaencyclopedia.com**) is a creative commons licensed aggregate of memetic explorations and commentary about the process of creating a meme. Each day, you will receive a topic around which you will build memettes (short explorations into potentially replicable pieces of internet culture). You will use these exercises to practice CSS skills covered in lecture.

SEQUENTIAL DESIGN
M T W Th, 9-11:40a, 1-3:40p in 336 A+D

OFFICE HOURS
T + Th, 8-9a

INSTRUCTOR
Jessica Mullen
jmullen@uiuc.edu

BOOK
No book is required. You will use your book money for web hosting!

EMAIL POLICY
Emails will usually be returned within 24 hours. Google might be faster.

School of Art & Design   UIUC   Summer 2008

Course Schedule

★ WEEK ONE: MAY 12 - 15

Domain + webhost purchasing using 1and1
MeME, memettes and the semester project
Tools we will use: del.icio.us social bookmarking, course website, code editors, Photoshop, FTP, Macs and PCs, Firefox webdev plugin
What/Why CSS? separation of design from content, accessibility, inheritance, why tables are the devil
Web authoring basics: FTP, webhosting, file hierarchy, naming conventions, Mac vs. PC
Creating files: structure of CSS file, XHTML file, making them work together, PSD layout setup, information architecture
CSS basics: Parts of a CSS rule: selectors and declarations, measurement units, commenting code, code validation, browser compatibility issues
CSS styling basics: colors, images, background images, fonts, text effects, links, lists

★ WEEK TWO: MAY 19 - 22

Site layout: process of breaking a PSD into manageable blocks, basic layout elements and how to define them
Positioning elements with CSS: absolute, relative, fixed and static positioning
The box model: what it is and how to make it work right, margins, padding, borders
Floating elements: making everything look more complicated
Mac and PC testing: the hardest part: making it look right in (almost) every browser

Course Schedule

★ **WEEK THREE: MAY 26 - MAY 30**

Javascript and Flash: appropriate use and implementation
Debugging: the joys of finding where you went wrong
Tools to help you figure out what you're doing wrong: forums, validators, Dreamweaver, screenshot services
Browser hacks: when and how to use them sparingly and how they affect validation
More Mac and PC testing: you can't hide from it
Advanced layout: three column layouts, when to use tables, the awesomeness of lists, styling forms

★ **WEEK FOUR: JUNE 2 - 5**

Even more Mac and PC testing: because it's not always easy
Alternate and print stylesheets: use a different style sheet for printing and save a lot of ink, try to design for the mini-internet on PDAs
Tricking out your site the standards-compliant way: special effects like drop shadows and rounded corners
Search engine optimization (SEO): what it is, how freakin easy it is, how important it is
Server side scripting: if you want to get your hands super dirty, use a little PHP
Content management systems (CMS): why you should get on top of this shit right now, a little bit of how to do it
Shopping carts: brief intro on how to inflict more pain on yourself with such free and abundant tools

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GRADING POLICY

Class time will be spent on lectures, working on and critiquing projects, and on in-class projects and discussions. Timely completion of projects and assigments is required. Late work will not be accepted for any reason. Each of the following areas will be considered in your final grade:
+ design process (research, conceptual sketches, materials, PSD production, etc)
+ project grades (design and coding) for memettes and semester project
+ participation in discussions & critiques
+ completion of in-class projects
+ attendance and del.icio.us posts

If at any time you have a question about your graded progress do not hesitate to ask.

ATTENDANCE POLICY

Attendance is mandatory. Attendance will be taken separately for morning and afternoon sessions. After three absences, your final grade will be dropped by 10 percent. Upon subsequent absences, your final grade will continue to drop by 10 percent. You are expected to be punctual, to come to class prepared, and to remain in class for the entire class period. If you are tardy more than 3 times, you will incur an absence on your record.

Please note that you are required to attend all afternoon and lab-time class sessions.

COURSE WEBSITES

www.memeticmediaencyclopedia.com
course website

http://del.icio.us/artd313a
social bookmarking for submitting projects
login: artd313a
password: det0nate
always include your name in the tags