

ART 3445

Web Design for Visual Arts

What is the class schedule?

When: Monday and Wednesday 2:00 pm - 4:45 pm
Where: Kimball Visual Arts building room 210B

Who is the instructor?

Micah Bauer | micahbauer@weber.edu | Mobile 801.318.1091 [7am - 10pm] | Office 801.626.6544

Office KVA 320 | Office hours Mon & Wed 10 am – 11 am and Tues 1 pm – 2 pm

What are the course prerequisites?

- ART 1140 Color Theory
- ART 3420B Vector Art
- ART 3420C Digital Page Composition

What's this course about?

Introduction to designing for the Internet. Emphasis on the application of visual communication principles to the creation of functioning, well designed websites. Course will include basic HTML and CSS programming, methods for organizing and understanding website content, ways and processes for working with clients and/or creating content, and ways to translate design and typographic fundamentals to the landscape of the Internet.

What type of work will I be doing?

Your primary focus in this class will be doing several web and UI related projects. If they are done well these projects will become part of your portfolio. You will also do a number of assignments (exercises) to test and improve your understanding of web design and UI. You will do one presentation on your research on a web technology or coding technique. There will also be required reading from the text and from other materials.

We will be making four websites projects:

- An HTML Email (HTML/CSS)
- Bio website (HTML/CSS)
- Brochure website (HTML/CSS/+)
- Responsive eCommerce site (Visual and UI Design)

And these related assignments:

- A Presentation on a web technology or coding technique.
- We will read the textbook and a few articles. Each reading will be accompanied by a writing assignment.
- There will also be a number of interim assignments that will address the various steps to designing a website.
- There will also be a number of exercises to assess your proficiency and understanding of web design, UI design, coding and other technical issues.

Will there be homework?

Yes, you can expect to do four to six hours of outside work a week for this class. Coding takes a lot of time especially when you are first learning it. Troubleshooting problematic code can take hours (or days) depending on how complicated your site gets. Unlike visual design making something look right and function correctly using code is a difficult challenge and will require a great deal of commitment and effort.

This is a lab class and time will be available in class to do projects but whatever you don't finish during class you will need to complete on your own time. There will also be assignments, readings and a research presentation that will need to be done on your own time.

What materials will I need?

- Textbook: [*Don't Make Me Think!*](#) by Steve Krug
- Thumbdrive or Box Account (5gb or larger)
- Pencil or Pen (Any kind)
- Sketchbook (To do thumbnails and other sketches on projects)
- Money to purchase a domain name and web space if you want your own website (optional)

Where can I learn more?

Books

- [*HTML and CSS: Design and Build Websites*](#) by Jon Duckett
- [*Above the Fold*](#) by Brian D. Miller
- [*Designing Interfaces*](#) by Jenifer Tidwell

Websites

- w3schools.com
- alistapart.com
- dontfeartheinternet.com
- thefwa.com
- awwards.com

Rules & Policies

What is the class attendance policy?

I expect you to be in class.

Since we will be discussing important concepts and working on projects during class sessions, attendance and participation is necessary if you wish to do well in this class. If you must miss a class session due to illness or personal emergency, contact me as soon as possible. You will still be responsible for all material covered in class. Contact someone from class or look on Canvas in order to catch up on any missed material or assignments.

Each absence after the first two (2) will result in a half grade reduction of your overall course grade. Six absences automatically result in no credit for class. If you have extenuating circumstances that will cause you to miss class or several classes (IE: severe or chronic illness, a family emergency, etc.) let me know so we can work out accommodations.

What do I do if I miss class?

If you must miss a class session you are responsible for all material covered in class. Be sure to contact someone in class and look on Canvas in order to get notes on any material you missed during class discussion, or project introductions.

Can I turn in late work?

Exercises can be turned in one class period late and receive a 20% grade reduction. After that they can't be turned in.

You may turn in one *project* late without a penalty. All other *projects* must be turned in the day they are due.

Projects must be turned in in-person to receive full credit. If you aren't in class the day a project is due it will receive a 20% grade reduction.

Can I resubmit assignments and projects for a better grade?

Exercises can't be resubmitted.

You may resubmit *projects* as long as you were in class and turned it in the day it was due. You must also meet with me to talk about the project before you resubmit it so we can discuss what parts need reworking and when it is due.

Resubmitting doesn't guarantee a better grade (though I won't give you a worse grade).

Is there extra credit?

There may be some extra credit available for attending university art shows, visiting artist talks, and film screenings. I will announce events that are eligible for extra credit in class.

What is the grading scale?

A	100% to 94.0%	An A grade: Shows a mastery of material. Work far exceeds expectations in concept, execution and presentation. Frequently participates in class. Does not miss class.
A-	< 94.0% to 90.0%	
B+	< 90.0% to 87.0%	
B	< 87.0% to 84.0%	A B grade: Shows understanding of material. Work exceeds expectations in concept, execution or presentation. Regularly participates in class.
B-	< 84.0% to 80.0%	
C+	< 80.0% to 77.0%	
C	< 77.0% to 74.0%	A C grade: Shows acceptable level of understanding of material. Work meets expectations in concept, execution or presentation. Sometimes participates in class.
C-	< 74.0% to 70.0%	
D+	< 70.0% to 67.0%	
D	< 67.0% to 64.0%	A D grade: Doesn't show understanding of material. Work doesn't meet expectations in concept, execution or presentation. Infrequently participates in class. Misses class frequently.
D-	< 64.0% to 61.0%	
F	< 61.0% to 0.0%	An F grade: Shows a lack of understanding of material. Work is incomplete or unacceptable in concept, execution and presentation. Does not participate in class. Misses more than the allowable number of classes.

Cell Phone Policy

Use of cell phones or other devices during class is potentially distracting, especially during critique or discussions. Please don't use them during class. I know our class is long and I will do my best to make sure we get a break each class period. You can check your phone during that time. If there is an emergency and you absolutely must text or call someone, please go out of the classroom so that you don't disturb class.

Social Media

I make it a habit of not following current students on social media. I have not control over whether you follow me on certain social media platforms but I will not accept Facebook or LinkedIn requests from current students. Once you have graduated feel free send a request if you want to.

Academic Dishonesty

Cheating and plagiarism violate the Student Code. Plagiarism is "the unacknowledged (uncited) use of any other person's or group's ideas or work." Students found guilty of cheating or plagiarism are subject to failure of a specific assignment, or, in more serious cases, failure of the entire course.

Core Beliefs

Students are to determine, before the last day to drop courses without penalty, when course requirements conflict with a student's core beliefs. If there is such a conflict, the student should consider dropping the class. A student who finds this solution impracticable may request a resolution from the instructor. This policy does not oblige the instructor to grant the request, except in those cases when a denial would be arbitrary and capricious or illegal. This request must be made to the instructor in writing and the student must deliver a copy of the request to the office of the department head. The student's request must articulate the burden the requirement would place on the student's beliefs.

Disability Accommodation

When students seek accommodation in a regularly scheduled course, they have the responsibility to make such requests at the Center for Students with Disabilities before the beginning of the quarter [semester] in which the accommodation is being requested. When a student fails to make such arrangements, interim accommodations can be made by the instructor, pending the determination of the request for a permanent accommodation.

Emergency Closure

If for any reason the university is forced to close for an extended period of time, we will conduct our class via Canvas. Look for announcements on Canvas or in your e-mail.

Inclusivity Statement

Pivotal to Weber State University's mission is the need to embrace and value the diversity of its members. Acknowledging the uniqueness of each individual, we seek to cultivate an environment that encourages freedom of expression. Because the University is a community where inquiry is nurtured and theories are tested, every individual has the right to feel safe to express ideas that differ from those held by other members of the community. However, all persons who aspire to be part of our campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Recognizing that the proper balance between freedom of expression and respect for others is not always apparent or easy to achieve, we must continually challenge ourselves and each other in an atmosphere of mutual concern, good will and respect. Therefore, expressions or actions that disparage an individual's or group's ethnicity, gender, religion, sexual orientation, marital status, age or disability are contrary to the mission of Weber State University.

Will this syllabus change?

This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. Changes to the syllabus will be made with advance notice.