GRPH 312 / Web Design / Fall 2012 / James Madison University
Jun Bum Shin

Montpelier Hall 367 / Office Hours: M, W 11:00AM – 1:00PM or by appointment
Class Blog: http://www.jmugd312-f12.blogspot.com/

GRPH 312
Fall 12

Jun Bum Shin

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CATALOG DESCRIPTION
Credit Hours: 3.00 / Lecture & Studio Course
Introduction to web-based design from a visual communications application.

COURSE OVERVIEW
This course deals with web design from a visual communications standpoint. The course focuses on interaction design theory; web site and usability; concept development and implementation; problem-solving and critical thinking. In addition to other computer graphic tools known by the students, course projects will be produced using HTML, CSS and DreamWeaver.
As part of their main studio assignments, students will create design proposal and final products while considering aspects of visual communications design, navigation and usability, visual design, performance, content development, and experience design. Students will be assigned readings about interactive multimedia design and will present their reflections in group discussions. Web sites will be examined in class. Students will be required to evaluate websites based on previously discussed criteria.

COURSE OBJECTIVES
Upon completing this course, students will be able to:

*   Produce a website a combination of HTML and CSS.
*   Produce project reports, flowcharts, storyboards, and presentations
*   Conduct design research and presentation
*   Critique graphical interface designs based on five design perspectives: content design, graphic design, experience design, navigation design, and performance design.
*   Apply visual communications strategies to their projects (e.g., use of grid systems, interface design elements, ete.)
*   establish a strong sense of craftsmanship and professional production values

TEXT & ONLINE RESOURCES
Required Books:

*   *HTML and CSS: Design and Build Websites,* ISBN-13: 978-1118008188
*   *Dreamweaver CS6:* Visual QuickStart Guide, Peachpit Press, ISBN-13: 978-0321822529
*   *Don't Make Me Think:* by Steve King, ISBN-13: 978-0321344755

Suggested Books:

*   Grannell, C. (2007). The essential guide to CSS and HTML web design Berkeley, CA: Springer-Verlag.
*   Donald A. Norman (1994). Things That Make Us Smart, Basic Books
*   Maeda, J. (2006). The Laws of Simplicity. Cambridge, Mass: MIT Press.
*   Kolko, J. (2007). Thoughts on Interaction Design. Morgan Kaufmann.

Online Resources:

*   Adobe TV (free online video resource for expert instruction and inspiration about Adobe products): *http://tv.adobe.com/*
*   Lynda.com (software training & tutorial video library): *http://lynda.com*
*   W3 Schools (HTML on-line resources): *http://www.w3schools.com/*
*   W3C (The World Wide Web Consortium): *http://www.w3.org/*

Suggested Periodicals:

*   eye: *http://www.eyemagazine.com*
*   baseline: *http://baselinemagazine.com/*
*   graphis: *http://www.graphis.com/*
*   interni: *http://www.internimagazine.it/*
*   wired: *http://www.wired.com/*
*   adbusters: *http://www.adbusters.org/*
*   form: *http://www.form.de/*
*   novum: *http://novumnet.de/*

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Project Evaluation Procedure

Projects will be graded in the following 3 categories. These categories will together make up your final grade each project.

- **Process (40%)**: includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. More than just one idea explored, prepared for class and critique participation. I will keep track of your process. PROCESS BOOK will be handed in with each project. The process book contains ALL your sketches, refinements, notes... from the project. **Students are required to submit process book electronically (e.g., indd, pdf) and/or can be spiral bound as determined by the instructor.** Directions will be given specifically for each project. It should be organized, neat and professional.

- **Product (50%)**: comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed the assignment sheet or directives given in class.
  - Creativity (solution to the problem, innovative quality)
  - Aesthetic and Visual Language
  - Neatness (craftsmanship and technical mastery)
  - Promptness (late projects will be penalized: -10% of grade)

- **Craftsmanship (10%)**: presentation of final, neatness, precision, technical proficiency, appropriate materials. Poor craft can reduce a project grade by 1 full grade. You are learning to be professional and craft is a large part of being professional. (most of you will get an F in craft the first time around)

Levels of Performance:

A	superior / exceeds expectations
B	good
C	satisfactory / meets expectations / work was done up to expectations but not beyond
D	weak
F	unacceptable

Grading

A percentage system is used for determining the weight of each project in relation to the overall final grade as shown below:

Class Participation/Courtesy	5 %
Assignments and Blog Design (To be announced in class)	20 %
Project 1 – HTML Email + Website Planning (including Process)	25 %
Project 2 – Web Project 1 (Sawhill Gallery) + Process Report	25 %
Project 3 – Web Project 2 (Personal Website) +Process Report	25 %

Total:	100%

Assignments Grading Scale:

A	94 ~ 100%
A-	90 ~ 93%
B+	87 ~ 89%
B	84~ 86%
B-	80 ~ 83%
C+	77 ~ 79%
C	74 ~ 76%
C-	70 ~ 73%
D+	67 ~ 69%
D	64 ~ 63%
D-	60 ~ 63%
F	0 ~ 59%

General Classroom Policies
Exceptions are granted on an individual basis, such as in case of an emergency impacting a required project report.

ATTENDANCE:
Attendance is mandatory. Students who have **more than two absences will receive one grade lower on their final grade than earned** (i.e. B+ will drop to a B- at three absences, C+ at four, etc). **Six missed classes will result in a F.** You are expected to be punctual, to come to class prepared and to remain in class for the entire class period. Roll will be taken at the beginning of class. **Late (10 min.) or early departures will count as half absence.** The student is responsible for the materials missed.

PROGRESS REPORTS AND CRITIQUE SESSIONS:
Progress reports (e.g., develop concepts, review layout and designs, etc.) must be completed prior to the beginning of the class, unless otherwise noted. Critiques are based on project reports. If a student is unable to complete the progress report prior to the beginning of a class due to emergencies or health issues, he/she must request permission to attend critique (preferably in writing or via e-mail 24 hours before the class). After the critique, students can return to class.

NO-PROGRESS REPORT PENALTY:
Students must show the overall progress of his/her project to the instructor during critique and/or assigned report dates. **Failure to show the project's progress will result in non-acceptance of the project. Student will receive an F for the project.**

E-MAILING THE INSTRUCTOR:
When e-mailing the instructor for class-related matters, identify in the subject area your class number, section, and name followed by a descriptive title *(e.g.,* **GRPH312: Janet Smith's Doctor's Appointment***)*. Notice that **works won't be critiqued and grades won't be submitted via e-mail.**

CLASSROOM COURTESY AND DISRUPTION (CLASS PARTICIPATION):
Students will receive warnings for lack of classroom courtesy and/or disruptive behaviors and may be required to leave the room. The following are examples of lack of classroom courtesy: *1) Disrupting lectures and demonstrations (***talking** *during lectures and demos); 2) Working on* **assignments for other courses** *during class; 3)* **Internet activities** *such as surfing the web, playing games, instant messaging, downloading and checking e-mails); 4) Answering or making* **cell phone calls or text messaging***; 5) Listening to* **music without headphones** *(students are allowed to listen to music via head-phones only during designated work time in the lab).*

ACADEMIC HONESTY:
Copying, appropriation, reference and/or citation of visual works of art and design are permitted only when given as an assignment or with permission of instructor. One assignment to copy or appropriate should not be considered permission to copy or appropriate for any or all other course work. Students should consult with their instructor to avoid violating the policy.

Statement about class schedules/syllabi in the event of a campus emergency:
In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course. My email: **shinjb@jmu.edu** and blackboard and **office number: 540-568-3485**

LATE ADD STATEMENT

Students are responsible for registering for classes and for verifying their class schedules on e-campus. The deadline for adding a Fall Semester class without instructor and academic unit head signatures is Tuesday, September 4, 2012. After Tuesday, September 4, 2012, instructor and academic unit head signatures are required to add a class for Fall 2012 Semester. No student will be allowed to register for a Fall Semester class after Thursday, September 13, 2012. No exceptions will be made to these deadlines.

STUDENTS WITH DISABILITIES

Any student who feels he or she may need an accommodation based on the impact of a disability should contact me privately to discuss his or her specific needs. Please contact the Office of Disability Services at (540) 568-6705, or visit them in the Wilson Learning Center, Room 107, to coordinate reasonable accommodations for students with documented disabilities.

FIRST-WEEK ATTENDANCE POLICY

At the instructor's discretion, any student registered for a class in the College of Visual and Performing Arts who does not attend the first two (2) scheduled meetings of the class (or does not attend the first scheduled meeting of a class that meets once a week) may be administratively dropped from the class. Students dropped for non-attendance will be notified via e-mail by the Dean of the College.

Students who fail to attend the first two meetings of a class for which they are registered but who do not receive an e-mail notification have not been administratively dropped by their instructor. Unless those students drop the course on their own, they will receive a grade at the end of the semester.

All students are responsible for verifying the accuracy of their schedules and changes made in their schedule via e-mail and through the web.

INCLEMENT WEATHER

James Madison University is primarily a self-contained campus with a large number of residential students requiring a variety of support services, regardless of inclement weather conditions or emergency situations. For the safety and well-being of its student and employees, the university may close or limit its services based on inclement weather or other emergencies. Refer to the following sources for information on closings or delays:

- JMU Weather Line (540) 433-5300
- JMU radio station 1610AM
- JMU's home page
- Area radio and television stations.
- JMU Office of Public Safety, who in turn is responsible for announcements on Emergency Notification System
  For additional information, refer to http://www.jmu.edu/JMUpolicy/1309.shtml.

JAC SWIPE ACCESS TO FACILITIES

Some of the School of Art, Design & Art History's facilities are accessed by your JAC card. You must be enrolled in a class that meets in the building/room in order to have access to the building/room.

JAC access hours are as follows:

- Studio Center Front Doors and Computer Lab: Monday - Sunday, 7am-6am
- Memorial Hall Arts Complex: Monday – Sunday, 7am-6am
- Wine-Price Hall: Monday – Sunday; 7am-6am

During Thanksgiving Break and Winter Break, access to all of the spaces listed above will be as follows:

- Access turned OFF at 11:59am on November 18, 2012
- Access turned ON at 4pm on November 24, 2012
- Access turned OFF at 5:59pm on December 14, 2012
- Access turned ON at 9am on January 6, 2013

BUILDING HOURS

Montpelier Hall:

- Monday – Thursday, 7am-12midnight
- Friday, 7am-5pm
- Saturday, 7am-6pm
- Sunday, 12noon-12midnight