Intro interactive design: www

Web design is the creation of digital environments
that facilitate and encourage human activity;
reflect or adapt to individual voices and content;
and change gracefully over time while always retaining their identity
— Jeffrey Zeldman, *Understanding web design*

The function of typography is to communicate a message
so that it effectively conveys both its intellectual meaning and its emotional feeling
— Willi Kunz, *Typography: macro & micro aesthetics*

Typography results in material products [...]
They circulate in our common world and must be so judged
Design is thus a completely social act: part of the social texture
— Robin Kinros, *Fellow readers*

This class is a studio introduction to design and typography
on & for the internet

We will explore the relationships between
    web server
    web browser
    content author
    graphic designer
&   user

in situations dealing with both static and dynamic content

with an emphasis on understanding the
    technical
    structural
&   aesthetic
      issues / opportunities brought forth by those relationships

*   While this class is not about programming per se
    we will learn some basic programming as a *tool* for design

(Provisional calendar)

#	Date	What	
01	Jul 05	Demo	. . . HTML tags & structure
		Lecture	. . . Basic composition
	Jul 07	Review	. . . Project 1 (Final), *Dirt styel*
		Demo	. . . More HTML + Basic CSS
		Assign	. . . Reading
02	Jul 12	Discuss	. . . Readings + typography basics
		Review	. . . Project 2 (Initial design, 3 versions)
		Demo	. . . Even more HTML + More CSS
	Jul 14	Review	. . . Project 2 (Final), *Index*
		Lecture	. . . Hyperlinking, navigation, aesthetics of the web
		Demo	. . . Image preparation
		Assign	. . . Reading
03	Jul 19	Review	. . . Project 3 (Initial design)
		Workshop	. . . Code issues
	Jul 21	Review	. . . Project 3 (Final), *Curate*
		Demo	. . . Blog engines
		Lecture	. . . Output for unknown input
		Assign	. . . Reading
04	Jul 26	Review	. . . Project 4 (Initial design)
		Demo	. . . Added functionality
	Jul 28	Review	. . . Project 4 (Refined design)
		Workshop	. . . Code issues
05	Aug 02	Review	. . . Project 4 (Refined design, all parts)
		Workshop	. . . Code issues
	Aug 04	Review	. . . Project 4 (Final), *Throughput*

(Tools)

Textwrangler (mac)
Notepad++ (windows)

(Class site)

art.yale.edu/Art167

(Note)

This syllabus may be changed at any time without notice

(Assessment)

This class will emphasize process and methodology
 I am mostly interested in how and why you make decisions
 as both
  a path toward a logical expression of the goals outlined in the brief
   supported by clear analysis
 & the development of your personal voice as a designer

Don't be afraid of making mistakes we learn through mistakes
Dead ends can be useful

Projects will be evaluated on the following criteria

Orientation

1 Clarity
Can you determine and isolate important goals? Are you able to understand your own process?

2 Commitment
How devoted to the work are you? How much effort is put in? Do you stick with it?

3 Critical attitude
Can you develop and articulate a personal position in relation to the given problem?
Can you see the work from other angles?

4 Independent thinking
Can you think for yourself and develop work based on your own observations and instincts?

Actualization

1 Research
How extensive and thoughtful is your initial research? Do you move beyond obvious answers?

2 Analysis
What do you do with your initial findings?
Can you make sense of the project brief in a way that allows for personal exploration?

3 Development
How well do you 'explore' design directions? Can you work through a difficult situation?

4 Synthesis
Can you turn your research analysis & developmental sketches
 into a finished work
  that demonstrates mastery of the subject
 & expresses a personal position?

(Nature of the class)

This is primarily a studio class   organized around group critique of your work
        there is nothing to do unless you bring made visual work
        that advances your position compared to the previous class

For final project critiques
        work must be presented on the announced date
                at the *beginning* of the scheduled critique

It is necessary to learn how to present your work clearly
        and how to respond critically to the work of your peers
By improving your skills of
        presentation   criticism   & analysis
                you will see that the formal execution of your own ideas
                will improve dramatically

(Grading breakdown)

Your course grade will be based
on the criteria outlined above

Indicated below are the total point values
        of each individual project
        and additional grading categories

24 pts	Project 1, *Dirt Styel*
48 pts	Project 2, *Index*
48 pts	Project 3, *Curate*
+ 72 pts	Project 4, *Throughput*
+ 58 pts	Participation
250 pts	Total

Grading will be reported to students
within 1 week of completing the project
        and shall detail Assessment criteria breakdown

(Grading system)

A   Outstanding performance throughout the course
        Work excels consistently in all the areas
B   Exceeding basic expectations for all projects
C   Average performance
        All assignments completed on time
                and at an acceptable level
D   Less than satisfactory performance
F   Failure

(Attendance requirements)

Attend every class!
If you have a serious conflict   or are ill   notify / discuss it with me prior to class
Two arrivals of more than 10 minutes late will count as one unexcused absence
Each unexcused absences will lower your final course grade one level (A to B, &c)
If you miss class it is your responsibility to catch up on the work