

[Course Title]
[Course Number]
NYUSPS at NYU Shanghai High School Academy, Summer 2017

General Course Information

Name: Web Design: Creativity Meets Technology

Instructors:

Aven Le Zhou [aven@nyu.edu]

Marcela Godoy [mgodoy@nyu.edu]

Dates: July 3rd – July 8th

Class time: 9:00 AM - 5:00 PM

Room: 824 - 8th Floor

Course Description

More than 3 billion of people have an Internet connection today, and China is the country with more Internet users in the world. Nowadays, web and phone applications are present in most aspects of modern life, which explains why there are an estimated 971 million websites currently online. The Internet has drastically changed the way we live, work and communicate with each other. Consequently, web development has become a fundamental skill complementary to multiple disciplines.

This intensive course will introduce students to both graphic design and basic front and end coding, providing a solid web development foundation to design, build and maintain a simple web site. Students will gain fluency in essential web languages and development approaches by building responsive pages and acquiring basics knowledge to create a web based phone application.

Throughout the course, design principles will be explored utilizing HTML and CSS structures, and will be based on a consideration for typography, images, audio and video. No programming or computer science background is necessary. Students of this intensive one week course will produce as a final project an interactive website of the topic of their choice, and leave prepared for more advanced web design and development studies.

Course Prerequisites

Attendance is a prerequisite to participation in this course.

All students are expected to arrive to class on time and remain present for the duration of the class.

Course Structure/Method

Every class will be divided into two main sessions with breaks between. Classes will often proceed like this:

- **Morning Sessions - Lectures** (9:00-12:00)
- **Afternoon Sessions - Workshops** (13:00 - 17:00): This time will be in-class time to work on exercises or projects with assistance of the instructors. Students are expected to complete all exercises during the class and present them to the group. Late exercises will not be accepted.

Course Learning Outcomes

By the end of this course, students will be able to

- Understand basic theory of web and user experience
- Create a basic page programming with HTML and CSS languages
- Implement fundamentals of web design including the use of color, layouts, typography, and understand the importance of imagery to drive interest in the site.
- Design and Develop an interactive website/app either be entertaining, enjoyable or meaningful
- Work in a collaborative team environment
- Demonstrate confidence in public speaking and presenting to their peers and instructors.

Communication Policy

If you have any question out of class, feel free to email instructors.
All email inquiries will be answered within 24 hours.

Course Expectations

Exercises and Presentations

Students are expected to complete all exercises during class time and present their work for instructor and peer review. During the week, students will complete 3 exercises that will be 10%, 15% and 20% of final grade.

Late exercises will not be accepted, and failure to complete assignments will be reflected in final grades.

Participation

All students are expected to arrive to class on time and remain present for the duration of the class. Students will also give feedback, ideas and suggestions to their peers regarding their exercises and projects, which will be 20% of final grade.

Final Project

Students will design and develop a website consisting of four pages (Home, About, Gallery, Contact) A successful web site will achieve this objective through the thoughtful use of color, typography, images and graphics, navigation, and layout. The final project will be 35% of final grade.

Required and Recommended Material

Software:

Sublime Text: <https://www.sublimetext.com/>

Other non-free software, like Photoshop will be provided.

Textbook Resources:

Web Style Guide, 3rd Edition – free (online edition) - <http://www.webstyleguide.com/wsg3/index.html>

Universal Usability, Access by Design – free (online edition) - http://universalusability.com/access_by_design/

Designing for the Web – free (online edition) - <http://designingfortheweb.co.uk/>

Grading/Assessment

Students will be graded on a Pass/Not Pass basis; final grade will be either P (Pass) or NP (No Pass). Under this grading option, students will receive a final grade of P for work that is clearly passing, i.e., which would earn a letter grade of C or better. For work below this level (i.e., equivalent to C-, D+, D, D-, or F), students will receive a grade of NP.

Your grade will be based on the following:

- **20% Participation**
- **10% Exercise 1**
- **15% Exercise 2**
- **20% Exercise 3**
- **35% Final Project**

Course Policies

- Attendance is mandatory. Every class builds off the previous one so it is vital to be present for every lesson. Unexcused absences or habitual lateness will negatively impact the knowledge gained from this class. If you are going to be late or absent, please email instructors in advance. If you have an emergency, please let instructors know as soon as you can.
- Recitations and tech Workshops attendance are absolutely mandatory. They are mainly for hands on practices, which are important opportunities to get familiar with technologies.
- You are expected to present your work in class. Explaining your work to other people is a great way to better understand the material and answer questions for yourself.
- Ask questions. If you do not understand any material completely, rise up your hand and ask.

NYUSPS Policies

“NYUSPS policies regarding the Family Educational Rights and Privacy Act (FERPA), Academic Integrity and Plagiarism, Students with Disabilities Statement, and Standards of Classroom Behavior among others can be found on the NYU Classes Academic Policies tab for all course sites as well as on the University and NYUSPS websites. Every student is responsible for reading, understanding, and complying with all of these policies.”

The full list of policies can be found at the web links below:

- University: <http://www.nyu.edu/about/policies-guidelines-compliance.html>
- NYUSPS: <http://sps.nyu.edu/academics/academic-policies-and-procedures.html>

Schedule

Class 01: Mon July 03

Morning Session

Introduction:

Review of syllabus and get to know each other

Lecture:

Computer principles, Introduction to operating systems

Web terminology and technology; introduction to HTML and CSS

Designing for the Web vs. designing for print

Afternoon Session

In-class exercise:

Convert a Word Document to a basic HTML page

Presentations:

Students show what they did in the previous exercise

Class 02: Tue July 04

Morning Session

Lecture:

HTML and CSS

Inheritance and specificity in CSS; basic text styling with CSS

Anatomy of a Web page; understanding the CSS box model; floating and positioning elements with CSS

Afternoon Session

Workshop:

Creating a basic style sheet and applying it to an HTML page.

Reviewing existing Web pages and decompose them using paper prototypes.

Presentations:

Students show what they did in the previous exercise

Class 03: Wed July 05

Morning Session

Lecture:

Design and wire framing

Responsive web design

Identify basics of usability, Identify good web design, Web standards and accessibility.

Typography, Image editing, animation and Videos.

Afternoon Session

Workshop:

Applying background images and videos with CSS.

In-class exercise:

Create and Design a Web Comic

Class 04: Thu July 06

Morning Session

In-class exercise:

Create and Design a Web Comic

Presentations:

Students show what they did in the previous exercise

Workshop:

Web hosting and domain names

Using Github to build a website

Afternoon Session

Workshop:

Final Project: Students will design a website consisting of four pages (Home, About, Gallery, Contact)

A successful web site will achieve this objective through the thoughtful use of color, typography, images and graphics, navigation, and layout.

Students will work in final projects ideas and will make paper and digital prototypes

Class 05: Fri July 07

Morning Session

Workshop: User Testing and Presentations:

Students will show ideas and prototypes.

Students will work on their final projects

Afternoon Session

Workshop:

Students will work on their final projects

Class 06: Sat July 08

Morning Session

Workshop:

Students will work on their final projects

Presentations:

Final Projects Presentation