COURSE INFORMATION

Course Title Visual Web Design

Prerequisites User Experience Design

INSTRUCTOR INFORMATION

Instructor Professor Christopher Previte

Office Hours Online Office Hours will be posted weekly as Announcements on Canvas.

COURSE DESCRIPTION AND LEARNING OUTCOMES

Course Description This course continues from User Experience and Interface Design where students developed skills in the research, planning, prototyping, and testing stages of web design. Here, students continue the web design workflow and learn how to design, build, and launch custom websites. Students will explore complex web design concepts visually. Course projects are built on teamwork and collaboration.

Student Learning Outcomes Upon successful completion of this course, students must demonstrate that they possess the following learning outcomes as determined by their performance assessments:

1. Demonstrate a working knowledge of complex web design concepts.

2. Apply principles of UX and UI design including human-centered design; rapid prototyping; and user testing.

3. Design, build, and launch two custom websites.

4. Create and manage an effective and organized web design workflow including files, content, and assets.

5. Demonstrate the ability to work in teams and collaborate successfully

Grading and Assessment Methods

Your progress is assessed based on *attendance and class participation* as well as *projects, assignments,* and/or *quizzes*.

Each of these are graded using rubrics or guidelines published under Assignments in Canvas.

Critiques follow the Functional Criticism technique. Students are expected to make use of critiques to revise and improve projects.

1. THE FOLLOWING IS THE BREAKDOWN OF YOUR GRADE:
Projects (2) - worth 60%
Web design projects serve as the principle means through which the student demonstrates the objectives of their learning. Please see the requirements in each project handout.

Historical/Speculative Paper/Presentation – worth 20%
Using the Brief History of the Web as a launching point, students will research and write either a historical or speculative paper on The Web.

Attendance and Participation – worth 20%
See the Attendance and Participation Course Policy

2. DUE DATES:

PROJECT/EXERCISE/QUIZ/EXAM	DUE DATE
Historical/Speculative Paper/Digital Poster	WEEK 7
PROJECT 1 – A Real-Life Redesign	WEEK 9
PROJECT 2 – An Excellent E-commerce Site	WEEK 16

Specific deadline dates are found in the assignment details under Assignments on Canvas.

Extra Credit

Some projects contain an option for extra credit. It is strongly suggested you take advantage of these.

Grade Points

Letter Grade	At Least	Below	Value	Letter Grade	At Least	Below	Value
A	93		4.00	C	73	77	2.00
A-	90	93	3.67	C-	70	73	1.67
B+	87	90	3.33	D+	67	70	1.33
B	83	87	3.00	D	63	67	1.00
B-	80	83	2.67	D-	60	63	0.67
C+	77	80	2.33	F		60	0.00

Please see the Franklin Pierce University catalog for details.

COURSE MATERIALS

Software	Adobe Creative Cloud (Student Subscription, All Apps) http://www.adobe.com/creativecloud/buy/students.html
File Storage	Portable, external hard drive (200GB min.) *OR* Access to cloud storage (OneDrive, DropBox, iCloud, etc.)
Other Supplies	Sketch Book, Drawing or Layout Paper, Pencils, Pens, and Markers/Colored Pencils
Consumables	All weekly consumables, which can include readings, videos, and podcasts, will be included in the Weekly Modules and/or Announcements in Canvas. Students are expected to consume and take notes on all of these as they are made available. There is no textbook in this class.

COURSE POLICIES

Attendance and Class Participation	Traditional attendance is not taken in this class. Instead, students are expected to be active online, in Canvas, periodically throughout each week of the term/semester. Being active means participating fully in **discussion boards**, providing classmates with thoughtful **critiques** of their submitted work, completing and submitting weekly **assignments** on time, and working on, completing, and submitting larger **class projects** as scheduled throughout the term. Additionally, students are expected to participate in any **group work** that may be required and respond to **emails** from their professor and classmates in a timely, professional manner. In these ways, students will earn credit for attendance and participation in this class. If a student does not participate in any way online, in Canvas during the first week of class, they will be dropped from the course.
Discussion Boards	Students are required to fully participate in all discussion boards by the Friday of the week they are assigned (by 10PM). To "fully participate" in a discussion board means to reply to the given prompt in a thorough, well-researched, and thoughtful manner that addresses all given instructions. Additionally, all students must respond to *at least* <u>two</u> classmates' posts within each discussion board in an equally thoughtful manner. Any research referenced in your posts must be cited. Timely participation in discussion boards is essential to the relevancy of the given discussion. Late participation, within the assigned week, will result in a reduced grade. Participation after the Saturday of a given week or not at all will result in a '0' for that discussion boards.
Course Writing Guidelines	All written assignments and content for class will be written using the following guidelines: • A page of writing is approximately 250 to 500 words per page. So, if an assignment requires 3-pages, that's 750 to 1,500 words. • You must write in 11-point font, with 1.5 line spacing throughout the whole document. • You can use any of these fonts: Times New Roman, Avenir, Calibri, Helvetica. Only 1-font per document. You can use any included type styles (bold, book, italic, etc.) for emphasis. While you may certainly do your initial writing by hand, on paper, all *submitted* writing must be done using one of the following digital writing tools: Microsoft Word, Google Docs, Apple Pages.

Late Work   Students are expected to turn assignments and projects in on time, based on posted deadlines. The expectation is that work will be completed on time. Any work that is not submitted when due may be marked down by one letter grade ("B" to "C", "C" to "D"…) for each week that it is late.

Students must submit the final assignment no later than the last day of the term/semester. No assignments are accepted after the last day of the term/semester.

Students needing extra time to submit work are expected to contact the instructor via email to explain their circumstances and request an extension. The instructor will then decide whether or not to grant an extension or maintain the failing grade ('F').

Missed Assignments   Failure to submit an assignment will result in the assignment receiving a failing grade ('F').

WEEKLY MODULES

Week	Weekly Topics and Events
1	**WELCOME & A BRIEF HISTORY OF THE WEB** **Class Goal:** Overview of class structure, goals, and expectations. A discussion on the history and future of the web. **In Class:** Syllabus, Schedule, Class Structure, Rules of Engagement **Media:** A Brief History of the World Wide Web --- **DUE:** NA **HW:** Review Historical/Speculative Paper and Digital Poster Handout
2	**COURSE TOOLS, RESOURCES, PROJECT STRUCTURE** **Class Goal:** Review digital tools and resources **In Class:** Adobe XD, Photoshop, Illustrator; Apple Developer Resources **Media:** Apple Design Resources Apple Fonts and User Interface Guidelines Apple Developer Site --- **DUE:** Review Apple Resources. Download all needed. **HW:** Begin Historical/Speculative Paper and Digital Poster: Part 1 Background Research
3	**REVIEW OF USER EXPERIENCE & INTERFACE DESIGN** **Class Goal:** Review the basics for DMD 120. Establish our first three teams of two. **In Class:** The UX Workflow, What is Usability Testing?, Wireframe Mockups **Media:** UX Research Methods & Usability Testing --- **DUE:** NA **HW:** Continue Historical/Speculative Paper and Digital Poster: Part 1 Background Research
4	**PROJECT 1 – A REAL-LIFE REDESIGN** **Class Goal:** Review Web Project Workflow and Introduce PROJECT 1 **In Class:** Web Design Project Workflow handout; PROJECT 1 handout **Media:** Why having a UI/UX workflow is awesome and how to build your own --- **DUE:** Historical/Speculative Paper and Digital Poster: Part 1 Background Research **HW:** Historical/Speculative Paper and Digital Poster: Part 2 Secondary Source; Identify a company to use for PROJECT 1.

5	**PROJECT 1 – A REAL-LIFE REDESIGN** **Class Goal:** Review and Discuss the Anatomy of a Website **In Class:** Common website pieces, parts, pieces. **Media:** Five Excellent Website Redesigns --- **DUE:** Historical/Speculative Paper and Digital Poster: Part 2 Secondary Source Research **HW:** Begin Historical/Speculative Paper and Digital Poster: Part 3 Presentation of Findings; PROJECT 1: Deliverable 1
6	**PROJECT 1 – A REAL-LIFE REDESIGN** **Class Goal:** Time in class for review, feedback, and work. **In Class:** Work in class. **Media:** What is the Best Screen Size to Design for in 2020 --- **DUE:** PROJECT 1: Deliverable 1 **HW:** Continue Historical/Speculative Paper and Digital Poster: Part 3 Presentation of Findings; Begin PROJECT 1: Deliverable 2
7	**PROJECT 1 – A REAL-LIFE REDESIGN** **Class Goal:** Time in class for review, feedback, and work. Poster presentations. **In Class:** Work in class. Poster presentations. **Media:** 12 Popular Types of Websites You Can Create --- **DUE:** Historical/Speculative Paper and Digital Poster: Part 3 Presentation of Findings; PROJECT 1: Deliverable 2 **HW:** Begin PROJECT 1: Deliverable 3
8	**PROJECT 1 – A REAL-LIFE REDESIGN** **Class Goal:** PROJECT 1 Draft Reviews. **In Class:** Draft reviews of PROJECT 1. **Media:** NA --- **DUE:** PROJECT 1: Stand Up **HW:** Complete PROJECT 1: Deliverable 3
9	**PROJECT 1 – A REAL-LIFE REDESIGN** **Class Goal:** Final Presentation of PROJECTS 1 – 2 teams per day **In Class:** Team presentations of PROJECT 1: Deliverable 3 **Media:** NA --- **DUE:** PROJECT 1: Deliverable 3 **HW:** Take a Nap.

10	**PROJECT 2 – AN EXCELLENT E-COMMERCE SITE** **Class Goal:** Introduce PROJECT 2 **In Class:** Review Project 2. Discuss the Fashion Institute of Technology and their Toy Design Program. Look through FIT flip book of student toy design from 1991 to 2016. Choose a toy that you will create an excellent e-commerce site for – no duplicates. **Media:** FIT Toy Design Anniversary FIT BFA Fair - Toy Design --- **DUE:** NA **HW:** PROJECT 2: Initial Brainstorming Steps Write a one-page explanation of what you think this toy is all about (What is its name and narrative? What are its play features? Who is its intended audience?). Next, imagine what other toys, accessories, or items would complement your main toy, expand its world, and be offered alongside it. Write a second page about these. You may include sketches. Use your imagination. Be specific.
11	**PROJECT 2 – AN EXCELLENT E-COMMERCE SITE** **Class Goal:** Planning your e-commerce site. **In Class:** Visit a number of e-commerce sites (perhaps some you shop at) and begin compiling a list of visual and interactive elements that you think are most effective. These can include introductory narrative(s) and world building, play scenarios, image galleries, toy specifications, product descriptions, customer reviews and ratings, and more. **Media:** Top Ecommerce Design Trends 2019 --- **DUE:** PROJECT 2: Deliverable 1 **HW:** PROJECT 2: Deliverable 2
12	**PROJECT 2 – AN EXCELLENT E-COMMERCE SITE** **Class Goal:** Usability Testing, Usability Testing, Usability Testing **In Class:** Project Workflow Step 7: Usability Testing **Media:** UX Design for eCommerce: Lecture 1- Homepage Goals UX for eCommerce- Lecture 2: Six Essential Homepage Features --- **DUE:** PROJECT 2: Deliverable 2 **HW:** Begin PROJECT 2: Deliverable 3

13	**PROJECT 2 – AN EXCELLENT E-COMMERCE SITE** **Class Goal:** Begin Designing and Building your E-Commerce Site **In Class:** Project Workflow Steps 9 (Artwork) and 10 (Prototype) **Media:** [Toy Design at Fisher Price](#) --- **DUE:** NA **HW:** Continue PROJECT 2: Deliverable 3
14	**PROJECT 2 – AN EXCELLENT E-COMMERCE SITE** **Class Goal:** Building your prototype in Adobe XD **In Class:** Continue Building your prototype for PROJECT 2 **Media:** [Internships at Hasbro](#) --- **DUE:** PROJECT 2: Stand Up **HW:** Complete PROJECT 2: Deliverable 3
15	**PROJECT 2 – AN EXCELLENT E-COMMERCE SITE** **Class Goal:** Complete your prototype for PROJECT 2 **In Class:** Complete your prototype for PROJECT 2. Test and Publish. --- **DUE:** PROJECT 2: Deliverable 3 **HW:** Take a long nap.
16	**FINAL PRESENTATIONS** **Class Goal:** The Final Presentation of PROJECT 2 **Note:** Congratulation, cookies for all. --- **DUE:** PROJECT 2 (Final)

The schedule and material in this class may be updated or changed upon the instructional needs of students in the course and any changes in university schedules.

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