

12470 ARTG 4336 001 – Graphic Design 8: Interactive–Fall 2016

Course title – Graphic Design 8: Interactive

Course reference number and course – 12470 ARTG 4336 001

Course meeting location – Fox Fine Arts Room 349a (computer lab)

Course meeting times – Mondays and Wednesdays – 1:30pm to 4:20pm

Instructor Contact Information

Name – Professor Anne M. Giangiulio

Office room # – FOXA 347

Office hours – Mondays and Wednesdays – 12:00 pm–1:00pm or by appointment

Phone – 915–747–8612

Email – amgiangiulio@utep.edu

Instructor Introduction

Professor Anne Giangiulio was born and raised in Wayne, PA. She received a BA in English from Villanova University. After serving in the Peace Corps in Cape Verde, West Africa, teaching English as a Foreign Language, she returned to Philadelphia and attended Temple University's Tyler School of Art, where she received her MFA in Graphic and Interactive Design. In the Summer of 2004 Giangiulio taught a Summer design workshop for Tyler School of Art Temple University's Tokyo, Japan campus. Since moving to El Paso in 2004, Giangiulio has been the recipient of many Gold and Silver ADDY awards from the Advertising Federation of El Paso and received honorable mention in the 9th International Biennial of the Poster held in Mexico City in 2006 and was a finalist in 2008 and 2010. In 2009 she was invited as one of only 100 designers worldwide to participate in the poster exhibit *Voices in Freedom* sponsored by the International Biennial of the poster in Mexico City. In 2011 her work was included in *LogoLounge Master Library Volume 3: 3000 Shape & Symbol Logos* by Catherine Fishel and Bill Gardner and in 2012 in *Logolounge Master Library, Volume 4: 3000 Type & Calligraphy Logos* by Catherine Fishel and Bill Gardner. In 2014 she was a finalist for the The Texas Institute of Letters' Fred Whitehead Award for Design of a Trade Book for her design of *Remember Dippy* by Shirley Reva Vernick, published by Cinco Puntos Press. In addition to designing STUFF, Anne LOVES traveling–favorite trips include Tibet, Nepal, and Italy. She also enjoys hanging out with her husband, daughter Lucia (pronounced the Italian way (Lu-chee-ya) and baby Juanito. My portfolio site: www.annegiangiulio.com ***Check out my abbreviated portfolio and other UTEP Dept. of Art professors' portfolios as well as student work at www.utep.edu/arts***

Course Description

ARTG 4336 Graphic Design 8: Interactive This course enables students to begin designing for the world wide web. While staying current with the latest technologies, the emphasis will be on communication through interactive design. Course style can be described as a "hands on" studio/lab with demonstrations, lectures and in-class work time. In-class work time is structured in order to provide individualized instruction and assistance with the design process. This course will require **SIGNIFICANT** additional work time outside of class. Students should anticipate spending 6 hours in class per week and at least an additional 6 hours outside of class per week to satisfactorily complete this class. This course will utilize and reiterate concepts and terminology previously covered in ARTG 3326 Graphic Design 4 and Foundation Design course work.

Course Prerequisite Information

Students taking **ARTG 4336 Graphic Design 8: Interactive** are required to have a foundation understanding of the Elements of Design, the Principals of Composition, Style, and Content. Additionally, students must have developed fundamental drawing skills and a survey base knowledge of Art History. These skills and knowledge sets are provided through the Department of Art's foundation course sequence including: required prerequisites ARTG 3326, ART 1301, ART 1302, ART 1303, and suggested completion of ART 1304, ARTH 1305 and ARTH 1306. Student's seeking a prerequisite waiver must contact the instructor.

Course Goals and Objectives

Goals and objectives targeted in **ARTG 4336 Graphic Design 8: Interactive** are to enable students to begin designing for the world wide web. The primary objective of this Interactive Design class will be the successful creation of an in-depth website. This website must integrate your initial concept(s) through the convergence of images, typography, motion, sound, and most importantly, narrative. You will learn to use various pieces of software which will ultimately enable your projects to become truly interactive and not simply "slide show." Your time during this semester will be spent between learning how to design and plan for the interactive medium, and learning the pertinent software. You will also place yourself in your target user's "world" and consider issues such as navigation, interactivity and storytelling in a digital medium. The primary technology focus will be on XHTML, HTML 5, and CSS 3 with some additional Dreamweaver for the uploading of your website to the web. Prerequisite: ARTG 3326 (Graphic Design 4) with a minimum grade of "C" or better.

Course Outcomes

Students who complete this course will have:

- Experience and fundamental competency in planning and designing websites for a diverse group of clients.

***Note: Competency** is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well you understand and use a process or skill.

Confidence is defined as a student's willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student's progress that allows the student to **know** when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

Assignments

ARTG 4336 Graphic Design 8: Interactive is designed around one central semester-long project which is to design a website using XHTML, HTML 5, CSS 3 and Dreamweaver. Each website must contain a minimum of four links in addition to the homepage (at least 5 pages / sections total). Students shall create their own portfolio website. Consider this site to be an extension of yourself, while being professional enough to be used as a marketing tool, the web address will be given to potential employers to check out your work. Ideally, this site should stay current, be updated by you periodically, constantly adding new work, or subtracting old.

Grading Standards and Criteria

Evaluation of student performance for this course is based upon the following criteria:

- All grades are calculated using percentages and converted into letter grades according to the following scale:
 - 90% & above = A - excellent quality work
 - 80% & below 90% = B - above average work
 - 70% & below 80% = C - average work
 - 60% & below 70% = D - below average work
 - Below 60% = F - unsatisfactory work, failing

Specifically you will be evaluated upon:

- Quality of final work
- Impeccable attention to detail
- Creative concepts / thinking
- Deadlines met in all stages of projects from first sketches through final website
- Attendance and punctuality
- Participation in critiques

Assignments will be given due dates for completion and grades will be given for each assigned task. Late work is not accepted. Improvement in technique and concept is expected along with a high degree of craftsmanship and professionalism.

A signifies that the student has submitted work of the highest possible quality in both concept and execution, has met deadlines throughout the class, has arrived on time (and not left early), and missed no more than 2 classes, and participated in critiques.

B signifies that the student has submitted work of good quality overall or that the student, though excellent in one area, is somewhat weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

C signifies that the student has submitted work of average quality overall or that the student, though good or excellent in one area, is significantly weak in another, such as execution. Deadlines, attendance and punctuality, and participation in critiques will also influence this grade.

D signifies that the student has submitted all of the assignments with work of below average or poor quality overall and/or has missed deadlines, missed or was late 3-4 classes, came to class without work, did not show progress and/or desire to improve.

F signifies that the student has failed the course for reasons outlined above.

For your final review you must bring your final, completed projects along with all your sketches. **Failure to show up for your review will result in a failing grade.** If you wish to know your grade standing at mid-semester (after the sixth class week) please let me know. Be prepared to show all of the work you have submitted for class up to that point in time, including sketches.

Materials and Personal Equipment

Students Taking **ARTG 4336 Graphic Design 8: Interactive** will need to purchase materials and some basic equipment in order to successfully complete this course. Students will be responsible for supplying:

- An unlined sketchbook (at least 8.5 x 11" in size) in which to sketch ideas, and also in which to take notes. **NOTES ARE VERY IMPORTANT IN THIS COURSE!!!**
- Buy a folder and bring it to class, or make a pocket in your sketchbook in which to keep class hand-outs/assignment sheets.
- External hard drive, or USB flash drive to store your digital files.

REQUIRED TEXT: *HTML & CSS: Design and Build Websites* by Jon Duckett. Indianapolis: John Wiley & Sons, 2011. This book also has extra online information that accompanies it at: <http://htmlandcssbook.com/extras/> and code samples at: <http://htmlandcssbook.com/code-samples/>

In addition to the above, there are many books on web design on the fourth and fifth floors of the UTEP library. Please take advantage of them!

Your e-mail address the University has officially on file for you is the one this e-mail will go to. all UTEP students are required to have a UTEP e-mail address to receive official university announcements. I will also occasionally need to make announcements to the entire class via UTEP webmail and you'll be responsible to check it on a regular basis. If it is full, act like a grown-up and CLEAN IT OUT! Be sure it functions or you will be out of luck.

Of course, subscription to one of the major graphic design publications such as *Print, How, Communication Arts* or *Graphis* (check their websites for student discounts) is also a good idea for any graphic design major. See list in computer lab lobby for other graphic design periodicals to which the UTEP library subscribes. In addition to the above, there are many books on graphic design, typography, and web design on the fourth and fifth floors of the UTEP library. Please take advantage of them! There are also TONS of online resources for web designers you should make yourself familiar with, here are just a few:

- www.w3schools.com/ (we will use this site ALOT in class!!!)
- <http://www.forwebdesigners.com/>
- webby award winners: <http://webbyawards.com/winners/2016/websites/general-website/art/>
- one show interactive: <http://www.oneclub.org/#pane=awards~url=/theoneshow/osi/>

– If you'd like to add a blog to your website: <http://wordpress.org/> or <https://www.tumblr.com/>

Attendance and Participation

Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform to required standards will result in strong grade penalties and can cause failure of this course.

Attendance Policy:

Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course. Your regular attendance is required and roll will be taken each class period. It is important that you attend each class and on occasion, bring materials to class with which to work. Ideas discussed in lectures, demonstrations, slides, and critiques are impossible to make up. Students are encouraged to stay and work after class. Grades will be lowered by excessive absences.

- **Late to class (arriving after the roll is taken) constitutes one half of an absence. That is, 2 tardys = 1 absence.**
- **4 absences = 1 grade lower (i.e. with 4 absences an A becomes B, D becomes F, etc.). That is, each unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences are excused.**
- **Five absences will automatically result in a final grade of "F" regardless of the quality of the work and you will be dropped from the class. If you miss five or more classes you may be withdrawn from the course.**
- **Not presenting work or participating on a critique day = 1 absence.**
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and graded as being absent. All students are required to attend class on-time and to remain in class the entire time. Entering class late and leaving early is disruptive to the learning environment.
- Coming to class unprepared or attending class and not working is regarded as absent.
- Information missed during an absence is the sole responsibility of the student.
- **DON'T FALL BEHIND AND IF YOU FEEL LIKE YOU ARE, TALK TO ME.** If you begin to fall behind at any point during the semester, come see me immediately. Do not wait until the final review to inform me of any problems you may be having.

Course Participation:

- **SHARE YOUR OPINIONS, DON'T BE SHY**
- Participation in critiques is required for this course and will count favorably in your grade. However, participation in critiques will not help the grade of anyone who is not attending all classes and not showing work of an acceptable standard.
- Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.
- Participation in the collaborative group environment of the graphic design studio (aka, this class) is essential to the successful completion of this course.

Class Conduct

- Students must act in a safe and reasonable way at all times in the studio.
- Children and pets are not permitted in the studio.
- **NO CELL PHONES, OR (for classes held in computer lab) IM'ING OR SURFING DURING CLASS**
- If you absolutely need a cell phone for an emergency just leave the ringer off. IM'ing and surfing are also very distracting to the other students in classes held in the computer lab, however, you may surf if you are researching directly for your project.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

Late assignments, Make-up Work and Exams

Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor.

Incompletes, Withdrawals, Pass/Fail

- Incompletes or "I" grades will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All "I" grades are at the discretion of the instructor and the approval of the Department chair.
- Students hold the full responsibility for withdrawing from this course if that procedure is elected. Withdrawals must be completed on or before the final date to drop a course with a W. Students missing this deadline will be issued a grade for the performance in the course.
- **ARTG 4336 Graphic Design 8: Interactive** is a grade-based course and is not available for audit or pass/fail options.

Cheating/Plagiarism

Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. **FOR PURPOSES OF THIS GRAPHIC DESIGN CLASS, ACADEMIC DISHONESTY INCLUDES TAKING OR TRACING IMAGES, IDEAS OR DESIGNS FROM THE INTERNET OR OTHER DESIGNERS AND CLAIMING THEM TO BE YOUR OWN WORK.** Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to <http://www.utep.edu/dos/acadintg.htm> for further information.

Disabilities

I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact the Disabled Student Services Office in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

Web: <http://www.utep.edu/dsso>

Phone: 915-747-5148

Fax: 915-747-8712

E-Mail: dss@utep.edu

Course Planning Calendar* - Mondays and Wednesdays Fall 2016

August

(Week 1): M - 22 - **First day of Class:** Introduction to project planning. GET BOOK!

Read Introduction & Chapter 1

W - 24 - Introduction to project planning. GET BOOK!

Read Introduction & Chapter 1

(Week 2): M - 29 - Read Chapters 2 & 3

W - 31 - Initial concepts/flowcharts review.

September

(Week 3): M - 5 - **** LABOR DAY HOLIDAY - NO CLASS**** Work on revised concepts and flowcharts.

Read Chapters 4 & 5

W - 7 - **CENSUS DAY** Revised concepts and flowcharts

(Week 4): M - 12 - Revised concepts and flowcharts. Read Chapters 6 & 7

W - 14 - Initial layouts of main interface and sample links shown as color printouts

(Week 5): M - 19 - Initial layouts of main interface and sample links shown as color printouts.

Read Chapters 7 & 8

W - 21 - Rough version of main interface only, Photoshop or Illustrator.

(Week 6): M - 26 - Revised version of main interface only, Photoshop or Illustrator. Read Chapters 9 & 10.

W - 28 - Rough version of main interface in Dreamweaver.

October

(Week 7): M - 3 - Rough version of main interface in Dreamweaver. Read Chapters 11 & 12

W - 5: Revised main interface with 1 working link.

(Week 8): M - 10 - Revised main interface with 2 working links. Read Chapters 13 & 14

W - 12 - **MID-TERM: assess yourself....how are you doing in this class? Make an appointment with me if you are not sure, or want to talk.**

Revised main interface with 2 working links

(Week 9): M - 17 - Revised main interface with 3 working links. Read Chapters 15 & 16

W - 19 - Revised main interface with 3 working links

(Week 10): M - 24 - Revised main interface with 4 working links. Read Chapters 17 & 18

W - 26 - Revised main interface with 4 working links

F - 28 - FALL DROP / WITHDRAWAL DEADLINE (not a GD8 class day)

(Week 11): M - 31 - First complete view of working final site. Read Chapter 19 (finish book)

November

W - 2 - First complete view of working final site.

(Week 12): M - 7 - Second complete view of working final site.

W - 9 - Second complete view of working final site.

(Week 13): M - 14 - Last class day viewing of website before final reviews

W - 16 - Last class day viewing of website before final reviews

(Week 14): M - 21 - Class critique of all websites

W - 23 - **INDEPENDENT WORK DAY**

(Week 15): M - 28 - Last class day to finish up.

W - 30 - Final Critique *****LAST DAY OF CLASS*****

You **MUST** have purchased a **DOMAIN NAME AND "MASKING"** (WHERE THEY HIDE THE UTEP ADDRESS IN THE ADDRESS BAR AND REPLACE IT WITH THE DOMAIN NAME YOU SELECTED) from a site like bluehost, network solutions, godaddy, etc.—SHOP AROUND. (you can still use the free UTEP web hosting)

FINAL FUNCTIONING WEBSITE DUE at time of your individual final review, both on a professionally labeled/presented CD to turn into me that contains all your native and final files, plus site must be live online with a web address. Write web address on CD.

* Please note that the above schedule may vary due to the class and issues which all projects incur.

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favicons (aka favorites icon) It will look more polished for your website (and show your attention to detail for your grade in this course) to have a favicon.

An image in a file format (.ico) that is only used to display website favorites/bookmarks in the browser's interface. There's a good explanation of it here: <http://en.wikipedia.org/wiki/Favicon>

It was made by creating the triangle image in photoshop, saving it as a gif or jpg, and then converting the gif/jpg to .ico using an online image converter like <http://www.favicongenerator.com/>

The direct link to one for the fronteralandalliance.org site is <http://www.fronteralandalliance.org>

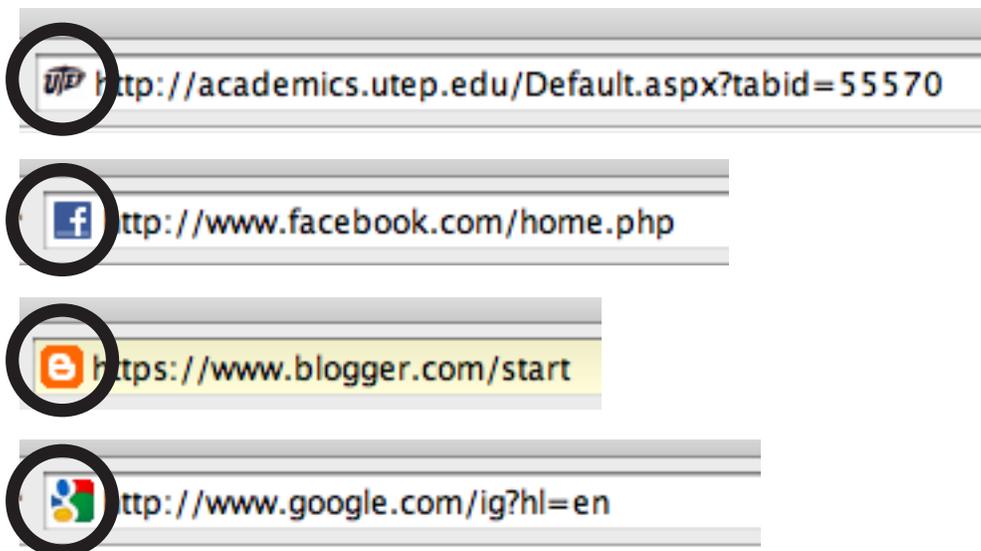
Look in the html source between the "<head> </head>" parts:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>The Frontera Land Alliance</title>

<link href="styles.css" rel="stylesheet" type="text/css" />
<link rel="shortcut icon" href="favicon.ico"/> *****
<script src="/img.js" type="text/javascript"></script>
</head>
```

HINT: Use an image that shrinks down well to a small size (16x16 pixels or larger).

Examples of favicons from popular sites:



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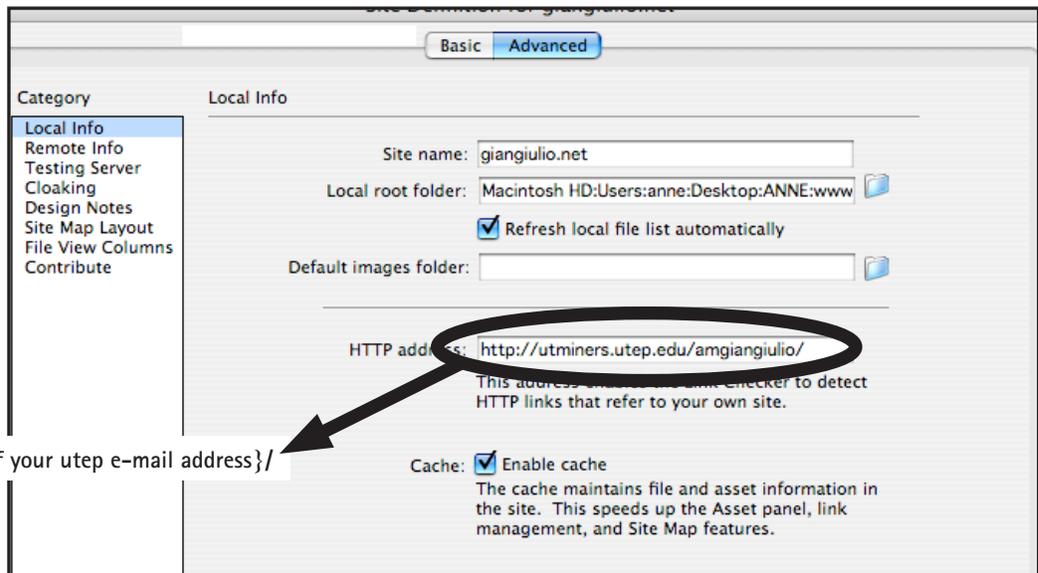
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Email – amgiangiulio@utep.edu

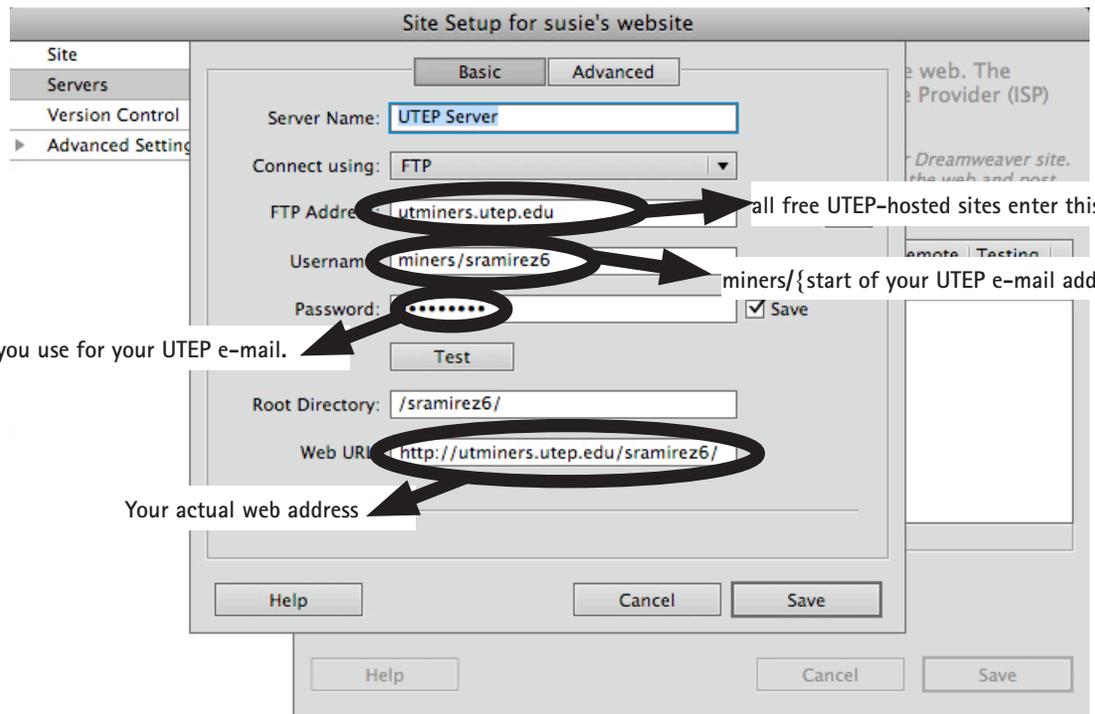
UTEP provides free hosting for your site, as long as you are a student. Once you graduate, it varies how long before they discontinue your hosting service. You can call IT for details on this timeframe. The settings below are for UTEP hosting only. If you get hosting from another source, you need to ask them what specific settings to plug into Dreamweaver.

local settings on Dreamweaver:



http://utminers.utep.edu/{start of your utep e-mail address}/

remote settings on Dreamweaver:



all free UTEP-hosted sites enter this.

miners/{start of your UTEP e-mail address}

This must be the password you use for your UTEP e-mail.

Your actual web address

GRAPHIC DESIGN
ANNE GIANGIULIO
amgiangiulio@utep.edu
OFFICE: FOXA 347
PHONE: 747 8612
OFFICE HOURS: Monday and Wednesday 12pm-1pm and by appointment

Tell me a little bit about yourself:

NAME

DATE OF BIRTH (mm/dd/yyyy)

STREET MAILING ADDRESS

TELEPHONE #

E-MAIL (UTEP & non-UTEP addresses)

(all UTEP students are required to have a UTEP e-mail address to receive official university announcements. I will also occasionally need to make announcements to the entire class via UTEP webmail and you'll be responsible to check it on a regular basis. If it is full, act like a grown-up and CLEAN IT OUT! If you do not already have a UTEP e-mail account, establish one immediately and inform me of that e-mail address ASAP.)

- 1.) Why are you taking this class?

- 2.) Who is your favorite graphic designer?

- 3.) What is your favorite band(s)?

- 4.) What is the last book you read?

- 5.) What is your favorite store(s)?

- 6.) What is your favorite website(s)?

- 7.) What is your favorite movie(s)?

- 8.) Tell me one more interesting fact about yourself:

Interactive Design syllabus acknowledgement and course contract acceptance

Course - 12470 ARTG 4336 001- Graphic Design 8: Interactive

Semester - Fall 2016

Instructor - Anne M. Giangiulio

I have received and reviewed the attached syllabus. I have had the opportunity to ask questions for clarification and I understand and agree to the conditions of this syllabus.

Name (print clearly) _____

Signature _____

UTEP Student ID #: 800 _____