

Digital Design 302 - Advanced Web Design
Professor TBA

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Course description:

This course starts off where Introduction to Web Design (DD112) left off enhancing students' understanding of web design principles and programming techniques for developing exciting Web content. The course explores more conceptual issues such as whether authoritative online content can be recognized, issues of anonymity and socialization in online culture, and the inherent ramifications of universally accessible information on larger social networks such as nations and states. Students will be asked to explore on-line communities, develop web personas, and create creative and experimental content to enhance and augment this personality.

Course objectives:

Students who successfully complete this course will gain:

- An better awareness of what makes for successful interface design
- A greater understanding of concepts in on-line community development and socialization
- Enhanced technical skills with web content development tools such as Dreamweaver, ImageReady, & Flash.
- The skills to create advanced web content, and information systems.
- Technical skills for developing podcasts
- Better collaborative skills
- A wider understanding of Usability Issues, Testing, and analysis

Credit Hours:

3 hours

Pre-requisites:

- DD101: Introduction to the Digital Toolbox
- DD102: Media Design in the Digital Age
- DD105: 2D Design
- DD106: Introduction to Usable Design
- DD112: Introduction to Web Design
- DD113: Introduction to Motion Graphics (advised)
- DD201: Communication Design

Required Readings:

Podcasting: The Do-It-Yourself Guide by Todd Cochrane
Hamlet on the Holodeck by Janet Murray

Suggested Readings:

HTML for the World Wide Web (5th Ed.) by Elizabeth
Flash Bible by Robert Reinhardt & Snow Dowd
Dreamweaver 8 for Windows & Macintosh by Tom Negrino

Required:

This class has been designated as web-enhanced. Many of the required tasks will be performed on-line. In addition, many of the research assignments will require the use of library databases. It is essential that students have:

- Strong familiarity with the Internet
- Access to the Internet from home or elsewhere
- An active email account.
- An active web server account & domain

Due dates:

Late assignments will not be accepted without a physician's or counselor's note.

Grading:

Projects	80
Mid Term Presentation	5
Final Presentation	5
Participation	10
Total	100

Grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

Advanced Web Design (AWD) assignments:

This course will be an organic mix of lecture and practice with the professor working to explain the concepts, give examples, and also oversee how well students grasp the concepts discussed as they work on assigned projects. There will be 3 projects and two major presentations spread over the course of 15 weeks.

Assignment	Type	Date	Graded Points
Persona Project Stage 1	Take-home	P1A	5
Persona Project Stage 2	Studio/ Take-home	P1B	10
Persona Project Stage 3	Studio/ Take-home	P1C	5
Persona Project Stage 4	Studio/ Take-home	P1D	15
Podcasting Project	Studio/ Take-home	P2	20
Final Project Stage 1	Studio/ Take-home	P3A	5
Final Project Stage 2	Studio/ Take-home	P3B	10
Final Project Stage 3	Studio/ Take-home	P3C	5
Final Project Stage 4	Studio/ Take-home	P3D	15
Total			90

Notes on the grading criteria:

Work will be evaluated according to the following criteria:

- Mastery of the concepts
- Understanding of issues introduced
- Originality of approach
- Presentation
- Participation

The WB1 assignments:

What follows are brief descriptions of the WB1 projects students will undertake over the course of the term. Detailed instructions will be provided in-class by the instructor. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

Web Persona Project:

Each student in the class will develop their own signature web persona. This will involve developing materials for a fictional characterization or identity described here-in as *Subject X* (individual subject to be named by student). The subject should be creatively conceived and presented to the Internet community as extensively as possible. The project will have four stages:

- 1) Develop, research and outline persona and strategies for integration into the Internet community
- 2) Plan of action and production schedule
- 3) Initial Prototypes – blogs, websites, on-line community pages, etc.
- 4) Final iteration online for formal presentation.

Podcasting Project (Group project):

This assignment requires students to form into groups of three or four in order to conceptualize, develop and create a short podcast series of 2-3 episodes. This collaborative project requires multiple roles to be taken on by the students – the roles of writer, producer, performer, camera person, audio engineer, editor, and coder must be clearly defined and executed according to production schedule in order to successfully produce the series on time and in a professional fashion.

Content may involve Persona project characters or be entirely different. The team is expected to decide subject and content issues.

Final Project:

Create an on-line experience. This can take the form of narrative, informational, or gaming content. Consider user experience, aesthetic, and design. May be done individually or in teams. The project will have four stages:

- 5) Develop, research and outline design abstract
- 6) Plan of action and production schedule
- 7) Initial Prototypes – blogs, websites, on-line community pages, etc.
- 8) Final iteration online for formal presentation.

Participation:

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 10 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 3 participation points will be deducted. Tardy students will have 2 participation points deducted. More than three absences amounts to a failure, as a student may not earn less than 0 participation points.

Academic policies (from Catalogue):

Hostos Community College believes that developing a student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Ethical Use of Content

Students are advised to exercise caution in using digital material downloaded from the Internet in producing their own educational multimedia projects, because there is a mix of works protected by copyright and works in the public domain on the network. Access to works on the Internet does not automatically mean that these can be reproduced and reused without permission or royalty payment and, furthermore, some copyrighted works may have been posted to the Internet without authorization of the copyright holder.

Fair use guidelines for educational multimedia

Students may incorporate portions of lawfully acquired copyrighted works when producing their own educational multimedia projects for a specific course.

General guidelines include:

- Up to 10% or 3 minutes, whichever is less, in the aggregate of a copyrighted motion media work may be reproduced or otherwise incorporated as part of a multimedia project.
- Up to 10% or 1000 words, whichever is less, in the aggregate of a copyrighted work consisting of text material may be reproduced or otherwise incorporated as part of a multimedia project created under Section 2 of these guidelines. An entire poem of less than 250 words may be used, but no more than three poems by one poet, or five poems by different poets from any anthology may be used. For poems of greater length, 250 words may be used but no more than three excerpts by a poet, or five excerpts by different poets from a single anthology may be used.
- Up to 10%, but in no event more than 30 seconds, of the music and lyrics from an individual musical work (or in the aggregate of extracts from an individual work), whether the musical work is embodied in copies, or audio or audiovisual works, may be reproduced or otherwise incorporated as a part of a multimedia project. Any alterations to a musical work shall not change the basic melody or the fundamental character of the work.
- The reproduction or incorporation of photographs and illustrations is more difficult to define with regard to fair use because fair use usually precludes the use of an entire work. Under these guidelines a photograph or illustration may be used in its entirety but no more than 5 images by an artist or photographer may be reproduced or otherwise incorporated as part of an educational multimedia project. When using photographs and illustrations from a published collective work, not more than 10% or 15 images, whichever is less, may be reproduced or otherwise incorporated as part of an educational multimedia project.
- Up to 10% or 2500 fields or cell entries, whichever is less, from a copyrighted database or data table may be reproduced or otherwise incorporated as part of a educational multimedia project created under Section 2 of these guidelines. A field entry is defined as a specific item of information, such as a name or Social Security number, in a record of a database file. A cell entry is defined as the intersection where a row and a column meet on a spreadsheet.

Students are reminded to credit the sources and display the copyright notice © and copyright ownership information if this is shown in the original source, for all works incorporated as part of the educational multimedia projects. Crediting the source must adequately identify the source of the work, giving a full bibliographic description where available (including author, title, publisher, and place and date of publication). The copyright ownership information includes the copyright notice (©, year of first publication and name of the copyright holder).

Cheating (from Catalogue):

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work as one's own constitutes an act of plagiarism.

Bribery (from Catalogue):

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, change of program, or extenuating circumstances will be considered on an individual basis by the instructor. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

Course schedule:

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	WHAT IS DUE	ROOM	TOPIC	READ FOR TODAY
1		TBA	Discussion: Course intro Dreamweaver Review Blogs Student Websites	No reading
2	P1A	TBA	Discussion: Persona Project Stage 1 HTML Review Memes	Murray Part 1: A New Medium for Storytelling

3	P1B	TBA	Discussion: Flash Review Interface Design	Murray Part 2: The Aesthetics of the Medium
4		TBA	Discussion: Game Design	Murray Part 3: Procedural Authorship
5	P1C	TBA	Discussion: Online Communities	Murray Part 4: New Beauty New Truth
6		TBA	Discussion: Podcasting Information Gathering	
7	P1D	TBA	Discussion: Persona Presentations & Critique Project 2 Introduction	Cochrane Chapters 1-3
8		TBA	Discussion: Project 2 Concept Proposals	Cochrane Chapters 4-6
9		TBA	Work Day	Cochrane Chapters 10-15
10	P2	TBA	Discussion: Project 2 Presentation Project 3 Introduced	
11	P3A	TBA	Discussion: Copyright & The Internet	
12	P3B	TBA	Work Day	
13	P3C	TBA	Discussion: Project 3 Review	
14		TBA	Work Day	
15	P3D	TBA	Project 3 Presentation & Critique	No reading

COURSE ID	-
PASSWORD	-