

ART 4863

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Institutional Effectiveness & Research • Allen Hall 269A

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Course Description

This course develops advanced studio skills and professional practice. Course encourages analysis and criticism of aesthetic, social, ethical, and related issues.

Course Objectives

- Achieve proficiency in web design software
- Explore ways to implement dynamic content
- Combine Photoshop and Dreamweaver skills to create attractive sites
- Apply visual theories to design products
- Consider web-related accessibility, safety, and copyright issues
- Design high-quality graphic design portfolios

Required Materials

- Personal computer
- Adobe Dreamweaver and Photoshop software
- Word processing software (e.g., Word or Pages)
- Thumbdrive or cloud storage system (save EVERYTHING you create)

Recommended Sites

- W3.org
- W3schools.com
- Htmlgoodies.com

Attendance

Class attendance is required. Students who have 3 unexcused absences will lose 10 points from their final grade, with an additional 10 points for each additional absence. Consideration for excused absences will follow the MSU Policy 12.09. Please talk with me before you miss class if you'd like me to consider your absence as excused unless you can provide formal justification.

Grading policy and scale

Please note that assignments are due on the specified due dates unless students have made arrangements with me prior to the due date or has extenuating circumstances based on the criteria in AOP 12.09 (<http://www.policies.msstate.edu/policypdfs/1209.pdf>). I will deduct half a letter grade for every day that the assignment is late.

Class participation/attendance	5%
Journal	10%
In-class assignments	10%
Critiques	10%
PSA	15%
FTCA redesign	20%
Portfolio & reflection paper	30%

Grading Scale

A = 90-100; B = 80-89; C = 70-79; D = 60-69; F = 59 or less

Written Assignments

This class considers writing to be extremely important to learning; therefore, the class assignments will include journaling exercises, written critiques, and a reflection essay. The quality of your writing will be determined primarily by demonstrating your understanding of course content.

Course Requirements

(More information about these requirements will be posted in the Blackboard companion site for this class)

- *Personal Blog* – You will create a blog in Blackboard and explore topics from the class. I will provide weekly prompts to encourage you to participate. Additionally, feel free to comment or chart your progress in the class in these forums. Please note that although the content is secure from the “outside world,” please be mindful of posting anything personal that you would not want shared in public. All blog postings are due before midnight the day of class. For example, if a blog posting is due by Thursday’s class, then

have your posting completed by Wednesday/Thursday at midnight.

- *Notes / Drafts / Research* – all design is a process and most of it begins before you sit down at the computer to begin the layout. Keep all sketches, research notes, and blog entries as part of the preliminary design artifacts for this class. I want to be able to see your process and your ability to problem solve.
- *Written critiques* – Throughout the semester, I will request you to write a 1-paged critique of a specific web site. I will give you more guidance for these critiques as the semester progresses, but be mindful of using as many applications of the content we discussed in class.
- *Public service announcement* – You will research and design a web site targeted toward your peers to raise awareness on a particular issue (such as the potential threat of Ebola, dangers of binge drinking, or common financial issues of your generation and how to help). This site must contain at least 3 pages, including an engaging home page, a page with information and statistics, and a page where someone can go for help if they need it.
- *Florence Tumble & Cheer Academy* – Redesign a client's web site to update its look and make it more dynamic and inviting. Update it for SEO and current design trends. Considerations may include, photo gallery, interactive calendar, social media feeds, and any other creative content you can think of. Anything on the site, including the logo and colors, is fair game for the redesign. Be sure to keep all facts straight (name of the owner, street address, phone number, etc.). {Please note that you are not forced to redesign this site: you may talk with me to consider a client of your own, but only with my explicit permission.}
- *Personal Portfolio and reflection paper* – Demonstrate the culmination of your studies with a portfolio that showcases what you have done during their academic career—not just in this class, but in any classes. This site must include a home page, portfolio gallery, and contact info. The reflection paper captures your story as you explain why you chose each piece for inclusion and how it depicts your growth as a designer.

Peer Reviews

I will ask you to work with a peer to analyze each other's rough drafts before you submit the final version to me. This peer review is considered part of your abilities to critique other web sites and is counted toward your written critique grade. The intention is to not only help you identify ways to improve others' designs, but also give and receive constructive feedback.

Advising

I will provide class time to work on projects and will be available to help you if you need it. I'm also available outside of class. Please email me at t.baham@msstate.edu to seek advice or set up an appointment. You may also stop by my office in Allen Hall. I'm on the second floor, near The Learning Center (Room 269A). Because I am a full-time employee of the university, I am generally available Monday through Friday from 8-5 with an hour for lunch between 11:30-12:30. However, I cannot guarantee that I will always be available, so please consider calling or emailing before stopping by.

Lab Rules

- Do not leave trash/paper at your computer
- Clean up after yourself
- Do not bring food, drinks, or gum into the lab
- Please silence your phones

Honor Code

Plagiarism or copy right infringement is strictly prohibited in the class and will result in an F for the course. I will report any incidents to the Student Honor Code office, and I encourage you to report any violations as well. Copy rights and trademarks are very important to graphic designers.

Students with Disabilities

I will make every reasonable accommodation for qualified students with disabilities for instructional and testing purposes in this class. Please notify me of your concerns, and contact Student Support Services (<http://sss.msstate.edu>) for academic accommodations.