

Intro to Web Design (WKSHP-0742-01)
Summer 2013

wd13.johncaserta.info

Rhode Island School of Design

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Design Center, Room 408

July 22–Aug 2, 9a.m.–4p.m

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Introduction

This hands-on course teaches designers how to conceive, prototype and program websites. In order to better understand the possibilities and constraints of browser-based design, participants of this course learn how to build websites using modern web standards. After one week of lessons and short exercises, students will design and hand-code a static website of their choosing.

Participants should finish the course with a working knowledge of HTML and CSS, improved Web imaging and typography skills, and familiarity with more technical facets like JQuery, PHP and designing for mobile devices. Although the exercises and final project use static content, the course introduces the latest versions of open-source content management systems. This course is for beginners but open to designers of all levels, and has plenty of opportunities for intermediate and advanced students to build upon previous experience.

Objectives and Expectations

- * to improve general design skills
- * have working knowledge of HTML and CSS
- * to firmly grasp all the technical factors that influence a website design
- * to be exposed and test web processes
- * to understand how print design skills do and don't apply to the screen

Course Schedule

The ten-day course will run as follows:

DAY 1: WEB HISTORY, HTML & CSS BASICS

We'll cover the critical terms and movements from the last 20 years and begin learning HTML and CSS.

DAY 2: CSS PRESENTATION

Text, lists and the box model
7pm: "Designer's with Drinks" @The Avery

DAY 3: CSS LAYOUT

Floats, flexbox and positioning

DAY 4: PROCESS, BEGIN SITE

With a basic understanding of what goes into a website, we'll take a step back and talk about how ideas turn into forms. We'll visit Greg Nemes at The Design Office to see how he moves from design problem to finished website.

DAY 5: MAKING IT FOR REAL, GRIDS, IMAGES/VIDEO

Starting with a codebase, we'll look at what makes a site Google friendly, incorporating Analytics and other sitewide considerations. You'll team up into working groups.

WEEK 2: WEB TYPE, CMSes, CSS3, JQUERY

Week Two will prioritize guided individual work-time on the final project. Breakout sessions will be scattered throughout the week as interest and time allows. Final projects will be presented on the last afternoon of the course.

Grading/Assessment

Grades from A to F will be assigned. The following criteria are used for assessment:

- * Attendance (each unexcused drops grade)
- * Participation
- * Motivation/Attitude
- * Craftsmanship
- * Depth of investigation
- * Risk taking
- * End products: success in meeting objective, both formally and conceptually
- * Individual growth