ABOUT 2650
Welcome to hu2650. You will quickly discover, if you don't already know, that the technical aspects of making a basic web page are fairly easy to master. However, like most things in life, designing for the web can take place on many levels of sophistication. This course is constructed to help you expand your abilities to combine communicative, rhetorical, and visual knowledge with an understanding of navigation, content organization, and the common conventions of the web.

In this course we will be working toward developing and designing web sites that thoughtfully engage audiences through both their aesthetic and technological approach. This is not a course in software or programming, however we will spend some time familiarizing ourselves with the basic workings of HTML, XHTML, CSS, Photoshop and Dreamweaver. Despite this time we will spend on these topics, the major focus in this course is on developing strategies for creating web sites that invite and encourage users to interact with our sites and their content. We will also spend time thinking about how what we create affects how users view us as creators.

I encourage you to visit me in my office hours if you have any questions about class, specific assignments, or just want to brainstorm ideas.

BOOKS
(required) A coursepacket of articles will be required and will be available online as well as at the MTU Library Reserve Desk (just ask at the front desk). I will put 2 copies there, each available for 2 hours at a time. I would suggest copying the packet, which will cost you $27.
week 1 in-class activity
due
6/27 m -welcome to class
-justifying design choices
-website design as space
-photoshop basics
-prepare for photoshop introduction
6/28 t -html basics
6/29 w -information architecture
-lab time for html portfolio
6/30 r

week 2 in-class activity
due
7/4 m -no class, 4th of July
-designing horizontally w/ crap
7/5 t
7/6 w -rhetorical design
7/7 r -css introduction
-start css module

week 3 in-class activity
due
7/11 m -css questions
-start css personal page
7/12 t -prepare css page
7/13 w -dreamweaver
-start individual projects
7/14 r -advanced photoshop for design

week 4 in-class activity
due
7/18 m -peer evals on individual site
7/19 t -lab time
7/20 w -individual presentations
7/21 r -individual presentations

week 5 in-class activity
due
7/25 m -group project
-web redesign process
7/26 t -web redesign process
-in class work on process
7/27 w -thinking mockups
7/28 r -present mockups

week 6 in-class activity
due
8/1 m -lab time
8/2 t -lab time
8/3 w -usability
8/4 r -setting up group testing

week 7 in-class activity
due
6/28/2005 1:58 PM
Photoshop introduction

Design a webpage in Photoshop (you do not have to make it functional, just make it as an image) that represents who you are to the class. Think about how you want to come across to me and to the class. Consider what information you want to share about yourself and choose your fonts, images and colors accordingly. You will need to save this either in a space where we can look at it online, OR print it out and bring it to class.

If you want to save it online, a few tips:
1) In Photoshop, “Save For Web” as a .gif
2) Save it in the HU lab under your user name, in your public_html folder
3) Say you called it “intro.gif”, now it will be available online at: www.hu.mtu.edu/~your_user_id/intro.gif
4) If it doesn’t show up, this means you need to set your permissions. To do this on a MAC, go to the Application Tree-->Utilities-->Terminal. Double click on “Terminal” to open it up. Once it’s open, type: “ssh your_user_id@login.hu.mtu.edu” (w/out the quotes) and hit enter. It will ask for your password, this is the same as your CCLI password (the HU computer lab). Hit enter. At the prompt --> type “permissions” (w/out the quotes) and hit enter. Now refresh your web-browser and your image should show up. ON A PC, go under the start menu to “Tera Term Pro” and open it. Enter your user id and password, and at the prompt --> type “permissions” (w/out the quotes). Now refresh your web-browser and your image should show up.
Using HTML (and photoshop, if you so desire) create a portfolio for HU2650. This will serve as a storage space for the assignments you do throughout the semester. This will also serve as a representation of you and your work, so think carefully about how you want to come across. You will need to include links for the following assignments (if you'd rather add the links as the assignments are due that's OK too):

- Photoshop Introduction
- CSS Page
- Individual Project
- Individual Project Paper
- Group Project
- Group Project Paper

Second, Write a 1 page justification paper that explains what choices you made in your portfolio design and why you made these choices. If pertinent, pull from the language we've discussed so far in class (composing audience, creating spaces, etc). Describe in detail the colors, fonts, location of elements, and any images you use and explain why you've chosen to use them and why... in other words what effect do you hope your choices will have on the audience.