DES 303 Web Design
Units: 2
SP2020-Thru 3-5:40PM

Contact Hours: 25

Location: HAR 220

Instructor: Anastasia Triviza
Office: Physical or virtual address
Office Hours: By appointment Thur 1-2 PM
Contact Info: triviza@usc.edu Please allow up to 48 hours

IT Help: Roski Support
Hours of Service: more information on p 12
Contact Info: roskisupport@usc.edu or (213) 821-6578
DES 303 Web Design is a workshop-based course that focuses on advanced software applications in design through the exploration of design research, ideation, application, and execution. Students will gain a thorough understanding of design software usage, as they are applied in the field of design - specifically through web and interaction design. This course covers basic methods for the design and construction of user-centered internet websites using HTML5, CSS3, Javascript, and Photoshop.

The course begins with students analyzing and exploring the source documents (HTML, CSS) of web sites that they regularly visit in order to understand fundamental relationships between mark-up, semantics, and structure. It continues with an overview of software utilities used in the design and development of websites including text editors, FTP clients, and Adobe Photoshop, as used for digital imaging and compositing of artwork/photos. It then moves on to topics that include web design principles, architecture, navigation, and advanced graphic techniques. This is followed with intensive instruction on creating websites using HTML5, CSS3, and JavaScript. In-class instructions include class lectures, assignments, deconstructing case-study websites, and readings. Students will be given exercises and projects to be completed during and outside of class. This is a design studio course and projects will be graded based on execution of design as well as software proficiency.

**Learning Objectives**

- To explore the most effective and current computer tools used in creating design for imaging and websites.
- To explore the tools and techniques available through graphic software programs.
- To raise awareness about design and its implementation in the digital environment.
- To critically analyze and evaluate website designs.
- To create a personal website showcasing student’s work by using dynamic web design techniques.
- To gain a thorough understanding of web authoring and related graphic programs and to explore best practices for creating websites and digital files.

**Prerequisite(s):** DES 203 - Digital Tools

**Co-Requisite(s):** none

**Concurrent Enrollment:** none

**Recommended Preparation:** none

**Course Notes**

Class website: [http://natassatriviza.com/usc/](http://natassatriviza.com/usc/)

**Attendance and class policy**

1. Please do not miss classes. The material for this course is covered in class time, through lecture but also in the form of exercises, lab time, and revisions of assignments. You cannot replace the in-class time outside class or during office hours which are not meant to replace class.

2. Attendance is mandatory. Two excused absences are allowed. After that, your grade is negatively impacted. If you do have to miss a class, you are responsible to make up for the material covered from another student.
Note that excused absences are documented illness, participation in university-sponsored activities or unforeseen events that cannot be avoided. Please give notification in advance if you are going to be absent.

3. Three late arrivals are counted as an absence. Students will be considered absent for the entire class period if they leave without the instructor’s approval before the class has ended. Please give notice before class start in the event that you do have to leave earlier.

4. Assignments must be submitted on time. Assignments and in-class exercises that did not get submitted on time will not be accepted (unless due to absence that was also due to excused documented situations.) If assignments are due the day you are absent, they should be submitted before the next class on the drive.

Technological Proficiency and Hardware/Software Required
External hard drive or Cloud storage (Dropbox, GoogleDrive).
Code editors: Adobe Dreamweaver CC or other code editor (recommended alternative free code editor: SublimeText.)
Design software:
Photoshop CC for photo editing. ● Illustrator CC for color palette and logo (recommended alternative software for color palette: Adobe Kuler.) ● InDesign CC for wireframes and comps.

Required Readings and Supplementary Materials

Description and Assessment of Assignments
For grading rubrics: see rubrics under each assignment in class website http://natassatriviza.com/usc/
Grading Breakdown
Including the above detailed assignments, how will students be graded overall? Participation should be no more than 15%, unless justified for a higher amount. All must total 100%.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept pitch:</td>
<td>2 pts</td>
<td>2%</td>
<td>1/23</td>
</tr>
<tr>
<td>Sitemap:</td>
<td>4 pts</td>
<td>4%</td>
<td>1/23</td>
</tr>
<tr>
<td>Concept in HTML:</td>
<td>8 pts</td>
<td>8%</td>
<td>1/30</td>
</tr>
<tr>
<td>Style Guide:</td>
<td>8 pts</td>
<td>8%</td>
<td>2/6</td>
</tr>
<tr>
<td>Design Solutions:</td>
<td>3 pts</td>
<td>3%</td>
<td>2/13</td>
</tr>
<tr>
<td>Wireframes:</td>
<td>10 pts</td>
<td>10%</td>
<td>2/13</td>
</tr>
<tr>
<td>Comps:</td>
<td>10 pts</td>
<td>10%</td>
<td>2/20</td>
</tr>
<tr>
<td>Code part I: Structure:</td>
<td>5 pts</td>
<td>5%</td>
<td>2/27</td>
</tr>
<tr>
<td>Code part II: Columns:</td>
<td>5 pts</td>
<td>5%</td>
<td>3/5</td>
</tr>
<tr>
<td>Code part III: Add responsive:</td>
<td>5 pts</td>
<td>5%</td>
<td>3/12</td>
</tr>
<tr>
<td>Mobile prototypes:</td>
<td>3 pts</td>
<td>3%</td>
<td>2/27</td>
</tr>
<tr>
<td>User test:</td>
<td>2 pts</td>
<td>2%</td>
<td>3/12</td>
</tr>
<tr>
<td>Images:</td>
<td>5 pts</td>
<td>5%</td>
<td>3/26</td>
</tr>
<tr>
<td>Type:</td>
<td>5 pts</td>
<td>5%</td>
<td>4/9</td>
</tr>
<tr>
<td>Forms or table:</td>
<td>5 pts</td>
<td>5%</td>
<td>4/16</td>
</tr>
<tr>
<td>Final</td>
<td>20 pts</td>
<td>20%</td>
<td>4/23</td>
</tr>
<tr>
<td>Total (100 pts)</td>
<td></td>
<td>100%</td>
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</tbody>
</table>

Grading Scale (Example)
Course final grades will be determined using the following scale
A 95-100
A- 90-94
B+ 87-89
B 83-86
B- 80-82
C+ 77-79
C 73-76
C- 70-72
D+ 67-69
D 63-66
D- 60-62
F 59 and below

Assignment Rubrics
Assignment rubrics are listed under each assignment in the class website.
Assignment Submission Policy
Design assignments should be submitted on Google drive. Coded assignments will be uploaded on FTP (provide the url).

Grading Timeline
Before next class.

Additional Policies
Add any additional policies that students should be aware of: late assignments, missed classes, attendance expectations, use of technology in the classroom, etc.
Course Schedule: A Weekly Breakdown
Provide a detailed course calendar that provides a thorough list of deliverables—readings, assignments, examinations, etc., broken down on at least a weekly basis. The format may vary, but the content must include:

- Subject matter (topic) or activity
- Required preparatory reading, or other assignments (i.e., viewing videos) for each class session, including page numbers.
- Assignments or deliverables.

IMPORTANT:
In addition to in-class contact hours, all courses must also meet a minimum standard for out-of-class time, which accounts for time students spend on homework, readings, writing, and other academic activities. For each unit of in-class contact time, the university expects two hours of out of class student work per week over a semester.

(Please refer to the Contact Hours Reference guide.)

<table>
<thead>
<tr>
<th>Topics/Daily Activities</th>
<th>Readings and Homework</th>
<th>Deliverable/ Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
<td>Topic</td>
<td>Chapters</td>
</tr>
<tr>
<td>------</td>
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<tr>
<td>5</td>
<td>Comps</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Week 6</td>
<td>Code Structure I</td>
<td>Chapters 14-16</td>
</tr>
<tr>
<td>----------</td>
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</tr>
<tr>
<td>Week 7</td>
<td>Code Structure II</td>
<td><a href="http://natassatriviza.com/usc/code.html">http://natassatriviza.com/usc/code.html</a></td>
</tr>
<tr>
<td>Week 8</td>
<td>Add responsive structure</td>
<td><a href="http://natassatriviza.com/usc/code.html">http://natassatriviza.com/usc/code.html</a></td>
</tr>
<tr>
<td>Week 9</td>
<td>Image Galleries I</td>
<td>Chapter 23</td>
</tr>
<tr>
<td>Week 10</td>
<td>Image Galleries II</td>
<td>Chapter 23</td>
</tr>
<tr>
<td>Week 11</td>
<td>Add responsive menu</td>
<td>Add responsive menu</td>
</tr>
<tr>
<td>Week 12</td>
<td>Format text</td>
<td>Chapter 23</td>
</tr>
<tr>
<td>Week 13</td>
<td>Forms or tables</td>
<td>Chapter 8-9</td>
</tr>
<tr>
<td>Week 14</td>
<td>Submit final</td>
<td></td>
</tr>
</tbody>
</table>
Statement on Academic Conduct and Support Systems

Academic Conduct:
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Support Systems:
Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710

| Week 15 | Submit final version for revisions. | FINAL | Date: For the date and time of the final for this class, consult the USC Schedule of Classes at classes.usc.edu. |
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.
Provides overall safety to USC community. dps.usc.edu

Disclaimer
Some elements of the syllabus may be changed at the instructor’s discretion. If there is any aspect of this syllabus which you do not understand, or to which you take exception, please let the instructor know within the first week of class.

Roski IT Support

For all your IT needs, please contact Roski IT Support. When emailing, please make sure to include best way to contact you, your locational and a brief description of your request.

General Contact:
roskisupport@usc.edu or (213)821-6578

IT Staff:
Hayk Avetisyan – IT Manager
(213) 821-1414 / havetisy@usc.edu
Nikhil Murthy – IT Support Specialist
(213) 7408804 / nmurthy@usc.edu

IT Self Help Resources and Links
USC’s main website: http://www.usc.edu/
USC Roski School of Art and Design website: http://roski.usc.edu/
Information Technology Services: http://www.usc.edu/its/
ITS Policies: http://www.usc.edu/its/policies/

I. Setting up USC computer accounts:
• First Log-In: http://www.usc.edu/firstlogin
  Use the USC First Log-In page to obtain your USC email address, username and password.

II. Using USC e-mail (Webmail, Apple Mail, Outlook Express, Outlook)
• General Office 365 email help and instructions: http://www.usc.edu/its/email/index.html

III. Connecting to USC from Remote Location
• Wireless (on campus only): http://itservices.usc.edu/wireless/
• Connecting to USC Resources using VPN: http://www.usc.edu/its/vpn/

IV. Computer Lab Hours & Locations
• Fine Arts’ Intermedia Arts Labs: http://roski.usc.edu/undergrad/areas/intermedia/facilities/
• Other Public Computing Center Hours and Maps: http://www.usc.edu/its/pcc/

V. Library and Online Resources for your Research
• Homer, USC’s Library Catalogue: http://libraries.usc.edu/
• Computer Software available at USC: http://www.usc.edu/its/software/

VI. Technology Enhanced Learning at USC
• Blackboard homepage: https://blackboard.usc.edu/
• Blackboard Quick Tutorials: http://www.blackboard.com/quicktutorials/

Artwork Documentation Request
At the close of the semester, all 300- and 400-level students are required to submit reproduction quality documentation of their projects via Dropbox for the Roski Archives. Students will receive an invitation to a shared Dropbox folder via USC email. Images and caption list must be uploaded before the end of the Finals period. Dropbox invites will repeat directions below. In short, we request hi-res image files for 3 significant works.

1. WORD DOC (includes captions for the three works.) One doc for each course.
Title the word doc as follows: Last name, first name, semester, course, instructor
(Example: Doe_Jane_FA14_FACE310_Koblitz.doc)
All works in word doc MUST include title, date, medium (tangible items used in making the artwork), dimensions (in inches)
Example:
Best Work Thus Far, 2011
inkjet print
30 x 40 inches

2. HI RES/HIGH QUALITY IMAGE FILES (jpg, tif, PDF)
Image files must be titled as follows: Last Name_First Name_Title.extension
(Example: Doe_Jane_BestPieceThusFar_.tif)

Directions for WEB-BASED COURSES
Include your website in the word doc and upload a selection of screenshots in jpg or tiff format. Use your discretion as to how many screenshots best reflect your project.

If the work was photographed by someone other than the artist, and the photographer wants credit, they should add “Photo: [insert professional name/title/company]"

1. WORD DOC detailing images. One doc for each course.
   Word doc titled as follows: Last name, first name, semester, course, instructor
   (Example: Doe_Jane_FA14_FACE310_Koblitz.doc)
   Website address
   Screenshot 1
   Screenshot 2
   Screenshot 3

2. HI RES/HIGH QUALITY IMAGE FILES (jpg, tif, PDF)
   Image files must be titled as follows:
   Last Name_First Name_Screenshot Number.extension
   (Example: Doe_Jane_1.tif)

   Where do these images go? Images may be used for the following: Roski Flickr, Roski website, in slide presentations for prospective students (Portfolio Forum, eg), printed matter and social media. Works are reproduced at a high quality. We make every effort to notify students works used in Roski printed matter and social media. Finally, we accommodate any request to remove work from our website or Flickr.

   Consistent with university policy, students retain copyright ownership to student-created works. Students grant the University permission to use, reproduce and publicly distribute copies of those works. USC Roski makes every reasonable effort to notify and credit the creator of a work. Potential outlets include print publications, institutional websites, e-communications, multimedia presentations, exhibitions and documents about USC Roski for recruitment, advancement, alumni relations, and other promotional activities.

   Questions or comments: Kirsten Schmidt (schmidtk@usc.edu), Communications Manager