

## ARTS 65 Graphic Design: UI/UX and the World Wide Web Course Syllabus

**Instructor:** Stacey Houghton  
**Office Hours:** Wed 12:15-1:15pm in room AT 312 and Tuesdays via Zoom 8-9pm  
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**Start Date:** January 8 2024  
**Course Credits:** 4.0

**Requisites:** ARTS 53A or ARTS 53B.

### Course Description

Hands-on Web page design fundamentals with an emphasis on the creative integration of type and image as related to the World Wide Web. Topics will include: navigation software, site content and organization, site layout, scanning and importing imagery, file formats, grids, white space, visual hierarchy, corporate identity/ branding and typography issues. The primary software programs used are Adobe Photoshop CC and Adobe Illustrator CC.

### Goals: Student Learning Outcome Statements (SLO)

- Student Learning Outcome: The student will demonstrate an understanding of web page design fundamentals with an emphasis on the creative integration of typography and image.
- Student Learning Outcome: The student will demonstrate an understanding of the technical issues that impact design decisions.
- Student Learning Outcome: The student will demonstrate a basic knowledge of the terms and vocabulary associated with web design.

### Software

Photoshop, Illustrator, In design, Figma, Adobe XD

### Supporting Texts and References

- Handouts will be provided by the instructor.
- Recommended: HOW, CMYK, Print, any CC manuals.
- Online resources: lynda.com, abduzeedo.com, behance.com, dafont.com, gettyimages.com.
- Any online tuts or vids.

**Text: Supporting Texts and References cont.**

1. Horton, Sarah and Lynch, Patrick J., "Web Style Guide, 3rd Edition: Basic Design Principles for Creating Web Sites." 2008, Yale University Press. This book is also online at [www.webstyleguide.com](http://www.webstyleguide.com).
2. Lal, Rajesh "Digital Design Essentials: 100 Ways to Design Better Desktop, Web, and Mobile Interfaces" Rockport Publishers (June 1, 2013)
4. McKay, Everett M "UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication" Morgan Kaufmann; 1 edition (June 25, 2013)
5. Curtis, Hillman; "MTIV: Process, Inspiration, and Practice for the New Media Designer," 2002, New Riders Publishing, ISBN 0-7357-1165-8.
6. McNeil, Patrick; "The Web Designer's Idea Book, Vol, 2: More of the Best themes, Trends and Styles in Website Design." 2010, Cincinnati, Ohio: How Books.
7. Krug, Steve "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition)" New Riders; 3rd edition (2014)

	86.9- 84 B	76.9- 70 C
Project Grading Scale	83.9- 80 B-	69.9- 67 D+
100- 94 A	79.9- 77 C+	66.9- 64 D
93.9- 90 A-	76.9- 70 C	63.9- 61 D-
89.9- 87 B+	79.9- 77 C+	69- 61 D
		60.9 F

**Grading Policy and Criteria**

*Final Grade in course is based on the following:*

**Quiz:** 10 percent of grade

**Projects:** 55 percent of grade

**Presentation:** 15 percent of grade Mood boards, Research, Thumbs and homework

**Assignments:** 20 percent of grade

Students who receive a letter grade below a B- can request an opportunity to update their project. A higher grade will be given only if an improvement is displayed in the work. Students will be given one week to complete updated work. The updated project will not be given a grade higher than a B-. Only projects that are turned in on time can opt for an updated grade.

**Exercises and projects:**

Students will receive a handout and example for every project. Handouts will include a project outline, milestones, and due dates. All projects will be discussed, explained, and demonstrated in class. All projects will be concluded with a class critique where you will share your work with your peers.

**Projects may include the following:**

- Web Home Page with media player
- Multi page web template
- Application design with content architecture user workflow

**Course Requirements**

1. Students are expected to attend all classes and work for the entire class meeting.
2. Students are expected to take adequate notes during lectures and demonstrations so that they may achieve their assignments successfully outside of class.
3. Students may have to work on assignments and projects outside of class.
4. Students are responsible for attending all classes, completing all quizzes and assignments, and participating in all critiques.
5. Students are expected to keep their wits about them as the instructor frequently calls on students to demonstrate techniques covered in class or answer questions based on previous lectures.
6. Projects mockups and prints must be completed before the due date. Students will not be allowed to print projects during the class period in which they are due. Students are responsible for scheduling printing with timing in mind. Failing to produce such a deliverable will result in the loss of a letter grade.

**Required Materials**

1. QTY 1 Notebook: To take notes on lessons and your own hands-on experiences.
2. QTY 1 USB “flash” drives: Minimum of two 1 Gig drives. Cost estimate: \$10-\$30 each. Can be used on Mac and PC.

**Lecture / Lab Policy:**

- Store all work in your flash drive or in the documents folder.
- Backup your work. The lab is not responsible for any lost data.
- Cell phones are not allowed in class.
- No disruptive behavior such as youtube watching, video gaming, facebooking.
- Your time and use of my class / lab are for class graphic design purposes only.
- Only enrolled students are allowed in the lab.
- Report any technical issues to the instructor.
- Students are not allowed to come in with less than 15 minutes in a lab to print.
- If these are rules that cannot be honored by students I will request that you leave the open lab and not attend future lab time.