



### Course Information

Professor / Lauren Meranda

Meetings / T TH 8:00am–10:40am

Email / [lauren.meranda@judsonu.edu](mailto:lauren.meranda@judsonu.edu)

Website / [www.judsonvis.com](http://www.judsonvis.com)

### Course Description

This course will cover visual communication for web and digital media technology. It will begin with understanding site structure and mapping. Students will plan, design, and produce finished websites and other multi media projects. The student will gain a greater understanding of site maps, site navigation, menus, buttons and web graphics for the end goal of intelligent, intuitive, and beautiful web products.

### Attendance

You must attend a group discussion to meet in Professor Meranda's office once every other week. Attendance at all class meetings is required. There are very few students in the course, and your absence will be noticed.

Most of your grade is determined by class participation. If you are not present during a discussion, your grade will be negatively impacted.

### Late Work

All assignments are due by 5pm on the Friday of each week. An assignment must be posted on the blog AND CORRECTLY CATEGORIZED in order to be considered turned in. Late work will be marked down one grade for each day past the due date, e.g. an A paper turned in after 5pm but within 24 hours will receive an A-. If you foresee a potential conflict, then see Prof. Meranda; with sufficient notice, it might be possible to arrange an alternative schedule.

### Conduct

You are expected to conduct yourself courteously and professionally. Time spent in the classroom will be dedicated to presentation, discussion, and self-directed work time. Any other activities or behavior not conducive to our coursework will NOT be tolerated. Prohibited activities during class time include use of cell phones for talking or texting, surfing the web or social media for unrelated purposes, private conversations amongst students, rude or insulting language or behavior, and any other form of distraction from the tasks at hand.

We have a lot of exciting work to do, and our time together is valuable. Let's make the most of it.



**Readings**

You are responsible for readings from the textbook as well as the material posted on the class website. The reading assignments will be announced in class and posted on the class website. To be considered complete, you must post a two paragraph or more response to the readings before the next class session, unless otherwise noted. It is suggested to print out the readings and have notes available for class discussions. Participation is mandatory and will be factored into your daily participation grade.

**Materials**

Students can use the lab computers or their own laptop computers with the required software in class and for completion of course assignments. If you don't already, make sure to get a USB jump drive or external hard-drive. ALL hard drives (internal and external) eventually fail, so file safety cannot be guaranteed on ANY computer. Always back up your files. Loss or damage of data or files is NOT an acceptable explanation for late or missing assignments.

You will also need to purchase a URL and hosting for your own site. You may want to go in on hosting with a classmate to reduce costs. URLs run about \$15 and hosting can cost anywhere from \$6-10/month. You will need this for our second assignment.

<https://www.godaddy.com/>

<http://www.site5.com/>

**Required Software**

Adobe Photoshop CS 6+

Adobe DreamWeaver CS 6+

Sublime Text 2 (free text editor)

Students must have access to the internet and Judson email accounts to use the class blog for posting assignments and feedback. Please make sure you can access the internet from our classroom as soon as possible to avoid any delays.

**Required Books**

HTML and CSS: Design and Build Websites,  
By Jon Duckett

Don't Make Me Think: A Common Sense  
Approach to Web Usability, 3rd Edition,  
By Steve Krug

**Accommodations**

Judson University is committed to making reasonable accommodations to assist students with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this class and are requesting accommodations, you must contact Gineen Vargas, ADA Compliance Coordinator in the Student Success Center, located in the Lindner Tower—2nd floor at 847-628-1556.

The ADA Compliance Coordinator is responsible for coordinating accommodations and services for students with disabilities. Accommodations will not be granted prior to receipt of a current licensed clinician report outlining the disability, possible limitations and reasonable accommodations in order to meet the needs of the post-secondary coursework. Accommodations are never provided retroactively - prior to finalization of the Letter of Accommodation. Gineen will be happy to meet with you to discuss your accommodations. All discussions will remain confidential.

Further information is available by visiting the Student Success Center website [https://myjudson.judsonu.edu/ICS/Student\\_Success\\_Center/](https://myjudson.judsonu.edu/ICS/Student_Success_Center/)



Calendar Cont...

	Tuesday	Thursday
1	<b>08/25/2015</b> Introductions & Course Overview Wordpress Login Review Syllabus Introduce Assignment 1 File Organization Exercise 1.1 Exercise 1.2	<b>08/27/2015</b> Assign Research Presentations Critiques Recipes: layout coding (HTML) Exercise 1.3
2	<b>09/01/2015</b> Recipes: layout coding (HTML) Exercise 1.3	<b>09/03/2015</b> Recipes: layout coding (CSS) Exercise 1.4
3	<b>09/08/2015</b> Recipes: layout coding (CSS) Exercise 1.4	<b>09/10/2015</b> Recipes: layout coding (CSS) Exercise 1.4
4	<b>09/15/2015</b> Project 1 Due–Post on Blog Critiques <b>Introduce Assignment 2</b> Cooking Sites: Responsive Layouts Intro to responsive/adaptive design Exercise 2.1	<b>09/17/2015</b> Cooking Sites: Responsive Layouts Exercise 2.2 homework: Exercise 2.3
5	<b>09/22/2015</b> Cooking Sites: Responsive Layouts Exercise 2.3 Cont.	<b>09/24/2015</b> Cooking Sites: Responsive Layouts Exercise 2.4
6	<b>09/29/2015</b> Reading Assignment Due Cooking Sites: Responsive Layouts Exercise 2.4 & start 2.5	<b>10/01/2015</b> Research Presentation 1 Research Presentation 2 Cooking Sites: Responsive Layouts
7	<b>10/06/2015</b> Cooking Sites: Responsive	<b>10/08/2015</b> Research Presentation 3 Cooking Sites: Responsive Layouts
8	<b>10/13/2015</b> Cooking Sites: Responsive	<b>10/15/2015</b> Project 2 Due–Post on Blog Project 2 Presentations



## Calendar

<b>9</b>	<b>10/20/2015</b> Introduce Project 3 Exercise 3.1–Portfolio Website Research Exercise 3.2–Gather Portfolio Materials	<b>10/22/2015</b> Research Presentation 4 Research Presentation 5 Exercise 3.3–Portfolio Design
<b>10</b>	<b>10/27/2015</b> Critique Portfolio Designs Critique of Designs	<b>10/29/2015</b> Research Presentation 6 Research Presentation 7 In-Class Lab
<b>11</b>	<b>11/04/2015</b> In-Class Lab	<b>11/06/2015</b> Research Presentation 8 Research Presentation 9 In-Class Lab
<b>12</b>	<b>11/10/2015</b> Research Presentation 10 In-Class Lab	<b>11/12/2015</b> Project 3 Due–Post on Blog Project 3 Presentations
<b>13</b>	<b>11/17/2015</b> <b>Introduce Project 4</b> Presentation: Interactive Storytelling Exercise 2.1–Select Story Exercise 2.2–Visual Research/Brainstorming Exercise 2.3–Storyboards	<b>11/19/2015</b> Research Presentation 11 Exercise 2.3–Storyboards Exercise 2.4–Preparing to code
<b>14</b>	<b>11/23/2015</b> In-Class Lab	<b>11/25/2015</b> Thanksgiving holiday. No Class!
<b>15</b>	<b>12/01/2015</b> In-Class Lab	<b>12/03/2015</b> In-Class Lab
<b>16</b>	<b>12/08/2015</b> In-Class Lab	<b>12/10/2015</b> Project 4 Due–Post on Blog Final Project Presentations

The instructor reserves the right to modify this syllabus should the need arise.



Digital Recipe Cards

**Recipes: HTML & CSS Layouts**

The task is to style the same HTML in many different ways using pure CSS (no images). This means that once the HTML is setup it won't change (or just minimal when necessary). You'll modify the CSS style sheet files instead. Since we don't use images yet you'll focus on two aspects: Styling type and making layout variations using some of the basic dimension and positioning techniques within CSS. Pay attention to quality/originality of the composition and the technical execution. The color, type choice and composition should be a visual representation of your specific dish.

**Dimensions:** Fixed width = 780px, centered on the screen. Height can be treated as needed.

**Colors:** A maximum of 3 colors can be used and grey scale. Keep the color palette consistent throughout your designs.

**Fonts:** Not more than 2 different font-family choices per composition

Experiment with typography (sizes, placement, color, background-color...) and composition. Multi-column/grid layouts are possible. Also consider the browser's background-color as a design element of your composition. Your layout (780px wide) should appear horizontally centered in the browser window (left and right sides are identical even after re sizing the browser). Create (at least) 10 coded recipe layouts.

Create a design for the first five layouts (prior to coding them) in Illustrator, Photoshop or InDesign. Try to code the other five layouts directly without creating a static design first. Upload JPGs (screenshots) of your first 5 designs to this website by Monday, Sept 02.

**Exercise 1\_1:** Find a recipe for a simple dish

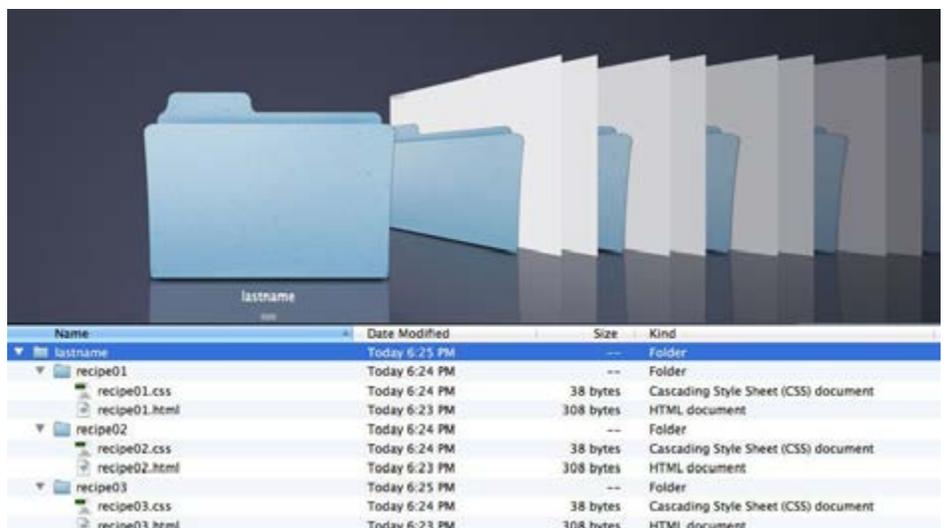
**Exercise 1\_2:** Static Designs

**Exercise 1\_3:** Write the HTML markup

**Exercise 1\_4:** Create a CSS file

**File Organization**

You should have 10 folders, one for each different recipe card design. Within each folder, you should have one HTML file and one CSS file.





## Responsive Cooking Sites

### Responsive Page Layout

The task is to create 2 example pages of a fictional cooking/recipe website (home page + recipe page example). You design the layout first and code it afterwards.

The recipe page should contain the recipe you experimented with in the previous assignment. But create a new design for this assignment since the dimensions are different and the recipe itself should just be part of the page layout in this case. Have one section of your home page be a link to your recipe page (this section on your home page could be “the recipe of the month”, for example). This will be the only “working” link for this assignment. Although technically we still need to create links for all navigation items in order to show mouseovers etc. Instead of linking to an HTML page (link to a URL) just use the # sign as a placeholder (I’ll explain).

In this assignment we’re focusing on a web page layout and it’s typical divisions. Often sections are divided as follows:

- Header (may contain site title/logo, big image area, navigation elements)
- Navigation (main links of the site, may contain site title/logo, can appear horizontally at the top of a page or vertically in a sidebar)
- Feature area on home page with big image
- Main content (your full recipe on the recipe page)
- Side bar(s) (may contain navigation links, site highlights, ads, embedded twitter feeds...)
- Footer (my contain site links, social media icons/links, copyright info, contact information etc.)

Divide your layout into those sections. Header and navigation sections may be combined. You may also add sections if necessary. Use generic images (dishes, food and ingredients only, no illustrations, no people etc.). You can use greek text for all copy and navigation links (except the one that leads to the recipe page).

#### Content suggestions for sections:

(all visible text has to be selectable HTML, no images for text elements or navigation). You can use greek text and generic food images (except the ones for your recipe).

**Site title:** Recipes.com (or any other title you can come up with)

**Header:** Site title and a few links (social media icons, contact, sitemap...).

**Navigation:** About, Featured Recipe, All Recipes, Tips & Tools, News, Blog, Contact (navigation could also go inside a sidebar)

**On Home Page:** Feature area highlighting one recipe as the “recipe of the month”, use a big image of your recipe on this section.

**Main content for home page:** highlight 3-4 other recipes (generic food images and greek text).

**Main content for recipe page:** Your recipe with Title, ingredients, instructions, cooking time etc.

**Side bar (1 column, all greek text):** “News” (3 news items with title and short excerpt, “Blog” (3 blog feed excerpts with date and title)

**Footer (3-4 columns):** copyright info, main navigation links, contact info, social media icons



Responsive Cooking Sites

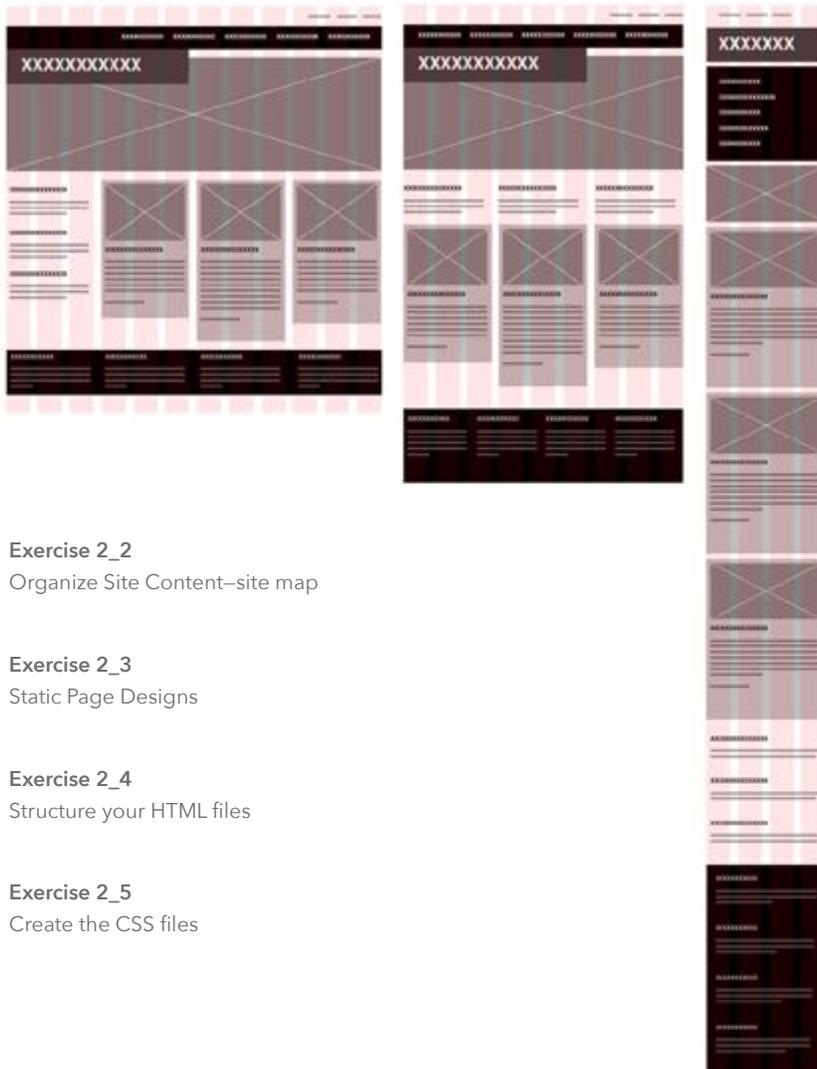
Exercise 2\_1

Wireframes

The page layout should be based on a multiple column grid in combination with a 960px fixed width. 960 pixels is a common width for websites and can easily be divided into 12 or 16 column grids. Click here to download grid templates that you can use in either Illustrator, Photoshop or InDesign (your choice). These templates contain guides and will speed up the process overall. Open the template in your layout program and make a few layout variations for home page and recipe page. Draw rectangles in different shades of grey (see below). Think about possibilities on how to use the grid for your page divisions. Since we'll be coding a layout for different screen sizes (desktop, tablet and mobile) you need to work on 3 versions for each page.

Desktop: 12 grid units, width = 960px. Tablet: 9 grid units, width = 720px, Mobile: 4 grid units, width = 320px.

*"A website wireframe, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website.[1] The wireframe depicts the page layout or arrangement of the website's content, including interface elements and navigational systems, and how they work together.[2] The wireframe usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content.[3] In other words, it focuses on "what a screen does, not what it looks like." (from wikipedia)*



Exercise 2\_2

Organize Site Content–site map

Exercise 2\_3

Static Page Designs

Exercise 2\_4

Structure your HTML files

Exercise 2\_5

Create the CSS files



### Personal Portfolio Sites

#### **Exercise 3\_1**

Collect Materials

Your portfolio is a representation of you and your abilities. Select what you display wisely. Presentation matters; spend time photographing your work.

#### **Exercise 3\_3**

Static Page Design

Consider the weight of your page design. You don't want your website to compete with your work.

#### **Exercise 3\_4**

Structure your HTML file

#### **Exercise 3\_5**

Create the CSS file



**Interactive Storytelling**

- Design an interactive visual narrative
- Using a found short story, create a website that takes the viewer on an active journey through the narrative.
- Work as a team to develop an appropriate aesthetic. Each team member will have different strengths and weaknesses in the [web] design process. Use each other to develop a unique and high quality final piece.

**Exercise 3\_1**

Select a Story

Find a short story with a good amount of text that can be cut and reworked if necessary.

**Exercise 3\_2**

Visual Research / Brainstorming

Find action words and descriptive qualities.

Write out major points of the narrative (beginning, middle, end) Create options for overall aesthetic (colors, styles, typefaces, etc...)

**Exercise 3\_3**

Storyboarding

Develop the pace and sequence of the story in fully designed steps.

**Exercise 3\_4**

Development

Work on illustrations, writing specific language, etc.

**Exercise 3\_5**

Preparing Files

**Exercise 3\_6**

Start Building Interactivity

Muse

Edge Animate

Dreamweaver/Sublime Text

**Exercise 3\_7**

Test & Publish