



Wee Kim Wee School of Communication and Information

CS2024/COM224

WEB DESIGN AND TECHNOLOGIES

AY2014–15 SEM 2

General Information

Lecturer: **Zed Tan** [zed.tan@outlook.com]

Instructors: **Simon Yap** [simon@oasiswebasia.com]

Office: **N.A.**

Office Hrs: By appointment only.

Lectures: MON 0900–1000 @SR1

Tutorials: **T1**[MON 1030–1230], **T2**[FRI 0930–1130], T3[FRI 1330–1530], @**ML3**

Assigned Texts

Lowery, J. (2009). Adobe CS4 Web Workflows: Building Web Sites with Adobe Creative Suite 4. Hoboken, NJ: Wiley Pub.

Lowery, J. (2008). Adobe CS3 Web Workflows: Building Web Sites with Adobe Creative Suite 3 [electronic resource]. John Wiley & Sons, Inc. Call Number: XX(890136.2)

References

Bishop, S., Shuman, J., & Waxer, B. (2011). Revealed: The Web Collection. Clifton Park, NY: Delmar.

Burroughs, x. & Lester, P.M. (2012). Visual Communication on the Web. New York: Routledge.

Wolper, V.E. (2011). Artistic web design using Adobe Dreamweaver & Photoshop: an introduction. Sudbury, MA: Jones & Bartlett Learning. Call Number: TK5105.8885.D74W848

For Dreamweaver

Creative Team (2007). Adobe® Dreamweaver® CS3 [electronic resource]. Berkeley, CA: Adobe Press Books. Call Number: XX(478419.1)

Lowery, J. (2010). Adobe Dreamweaver CS5 Bible [electronic resource]. John Wiley & Sons, Inc. Call Number: XX(905182.2)

McFarland, D. (2007). Dreamweaver CS3 [electronic resource]: the missing manual. Sta. Rosa, CA: O'Reilly Media. Call Number: XX(497502.1)

For Flash

Anderson, A. & Johnson, S. (2007). Adobe Flash CS3 Professional on demand [electronic resource]. Indianapolis, IN: Que Publishing. Call Number: XX(464009.1)

Adobe Systems (2007). Adobe Flash CS3 Professional [electronic resource] : classroom in a book. Berkeley, CA: Adobe Press Books. Call Number: XX(464076.1)

Green, T. & Thomas, A. (2008). Foundation Flash CS3 [electronic resource]. Berkeley, CA: Apres. Call Number: XX(554880.1)

Shuman, J. (2011). Adobe Flash CS5 revealed. Clifton Park, NY: Delmar/Cengage Learning. Call Number: TR897.75.S562

Vander Veer, E. (2007), Flash CS3 [electronic resource]: the missing manual. Sta. Rosa, CA: O'Reilly Media. Call Number: XX(497503.1)

For Photoshop

Reding, E. (2011). Adobe Photoshop CS5 revealed. Clifton Park, NY: Delmar. Call Number: TR267.5.B748 2011

Johnson, S. (2007). Adobe Photoshop CS3 on demand [electronic resource]. Indianapolis, IN: Que Publishing. Call Number: XX(464079.1)

Websites

<http://www.ntu.edu.sg/cits/gettinghelp/references/Pages/default.aspx>

<http://www.w3schools.com/>

Articles will be assigned periodically for discussion during lectures. Likewise, each presentation file contains links and/or references to additional material about each lecture.

Course Description & Objectives

This course aims to provide its students with a working knowledge of the web. Such working knowledge would include:

- Knowledge of web technologies;
- Knowledge of issues that surround and are inherent in such web technologies;
- A basic ability to manipulate such web technologies, keeping in mind the above.

While the course is focused on practical knowledge of web design (i.e. WYSIWYG, code etc.), it is also a communications course that would combine elements of visual design and other communication principles.

While the class syllabus is set out in this document, specifics of the class such as exercise topics (Appendix A) will be subject to change in the interest of responding to current and continuing issues in web technologies and design. Such changes will be communicated clearly to the class through NTU Learn, and WILL NOT affect the standing structure of the course (i.e. assessment components) as outlined here.

The course requires you to engage lucidly and critically with the world.

By the end of the course, you should be able to answer the **following questions**:

- **What constitutes Net Privacy?**
- **What is Net Neutrality?**
- **What is Dark Design?**

- **Is the Internet bad for you?**
- **What is the importance of the Open-Source movement?**

Grading Policies

- There will be no letter grades given for the duration of the course. Instead, you will be banded in the following categories: “Satisfactory;” “Good;” “Very Good;” “Excellent.”
- If your work does not meet the requirements of the class, you will be banded under the category “Unsatisfactory”; this will be open to mitigation.
- The above grading categories will have no strict relation to your final grade. Instead, it will indicate your performance in class in relation to the rest of students in the course.
- Your final grade will be released through the school when the semester ends.

Course Policies

- Be punctual;
- Get work done;
- Use of technology is encouraged — if you’re going to produce/work with web technologies, you need to start by being a user;
- Constructive criticism is always welcome. Be civil;
- Share resources, teach one another, be willing to learn.

Policy on Use of Technology in Class

- See above.

Policy on Plagiarism

Please refer to: <http://www.ntu.edu.sg/ai/ForEveryone/Pages/NTUAcademicIntegrityPolicy.aspx>

While plagiarism is a fuzzy issue at best when dealing with web technologies, it will be held that *all* work submitted throughout the course should be your own, and work that is not your own should be indicated.

This goes especially for:

- Audiovisual materials;
- Written work (online texts and otherwise).

Assessment Components

#	Component	Weightage		
1	Attendance and participation	20		
2	Group Website Project	Planning and presentation of plan	10	50
		Submission of website beta	15	
		Final submission of website	25	
3	Final Exam	30		

In-class exercises and attendance will determine your grade for component #1.

The group website project is the centre-piece of the course. In groups of no more than four, you will plan and produce a website that will be uploaded and graded.

The final exam will be on topics covered during the course.

Attendance and Participation

Attendance and participation scores will be given for both lectures and tutorials.

10% will come from your class attendance for both lectures and tutorials.

As part of your participation grade, **you will be required to write at least one post** for the course's Wordpress site (<http://cs2024.wordpress.com/>). You are to pick a topic from the list of exercises in the lecture schedule(Appendix A) and write a post of ~500–800 words. The post itself is not graded, but the submission of a sufficiently substantial post will be. The post will constitute 5% points of your participation grade.

The substantiality of the post will be judged according to the following:

- The post must have a clear thesis (i.e. make a clear point).
- Support this thesis with at least one example. Describe the example and how it is relevant to your thesis.
- Cite your sources. You are encouraged to cite according to APA or Chicago Style guidelines, but it will not be necessary. Your citation information should be given at the end of the post, as well as in-text to clearly indicate the source of the information cited.
- Punctuality — posts should be submitted on the Friday of the week that the exercise is given in Appendix A. Late submissions will be penalized.

The remaining 5% points will come from class engagement.

Website Project

The group website project will require you to consider the following:

- Planning:

- Coherence and clarity of plan (esp. relating to desired end product);
- Basic content planning;
- Consideration for usability;
- Consideration for visual coherence.
- Submission of beta:
 - Coherent navigation;
 - Coherent content plan (i.e. headlines, content purpose, content outline etc.);
 - Visual coherence;
 - Basic website functions working (most importantly, navigation must work);
 - Bug identification.
- Final Submission:
 - Technical proficiency;
 - Finalized content;
 - UX coherence;
 - Visual coherence.

See Appendix C for more details.

Final Exam

Closed-book.

2 hours long.

40 MCQs + 3 short essay questions (pick out of 5 questions).

The short essays should be ~1000 words, and have **Clarity** (present issue clearly), **Coherence** (clearly structured and logical argument), and **Criticality** (ability to critique presented issue).

Appendix A

Lecture and Work Schedule

Wk	Date	Lectures	Exercises
1	12 Jan	Course Introduction	NA
2	19 Jan	Web Theories	What is a protocol?
3	26 Jan	UXD (Gestalt on the web/ Wireframing)	Make my logo bigger.
4	2 Feb	UXD 2 (Don't push that button/Case studies)	I <3 Apple™
5	9 Feb	Usability Testing	Are you positive about that?
6	16 Feb	E-Learning Week (Web Security Basics)*	ABCDE1234
7	23 Feb	Dark Design	"No Luke; I am your father."
	2 Mar	Recess	
8	9 Mar	Web Privacy 1	Troll under the train tracks
9	16 Mar	Web Privacy 2	"Don't be evil."
10	23 Mar	State of the Web (Why do we need web design?)	"Please like my Facebook™ page. (Plsplspls)"
11	30 Mar	Copyright on the web**	"Steal like an artist."
12	6 Apr	Mock exam/prep	NA
13	13 Apr	Wrapping up	NA

*CNY weekend.

**Good Friday weekend.

Appendix B

Course schedule (by week)

Wk	T2/3(FRI)	T1(MON)	Tutorials	Submissions
1	16 Jan	12 Jan	Add/Drop	Add/Drop
2	23 Jan	19 Jan	Introduction to Fundamentals	Grouping/ Submission of Groups
3	30 Jan	26 Jan	Structure 1: Planning and structuring a web page	Grouping/ Submission of Groups
4	6 Feb	2 Feb	Structure 2: Making things work	Submission of Website+Content Plan (End of tutorial)
5	13 Feb	9 Feb	Structure 3: Anchors	Group Project Beta
6	20 Feb	16 Feb	E-Learning week?/Consultation*	Group Project Beta
7	27 Feb	23 Feb	Structure 4: Accessibility	Group Project Beta
	6 Mar	2 Mar	Recess	
8	13 Mar	9 Mar	IXD 1: Interaction design basics	Group Project Beta Submission/ Content approval.
9	20 Mar	16 Mar	IXD 2: Implementation	Final Project
10	27 Mar	23 Mar	Debugging 1	Final Project
11	3 Apr	30 Mar	Consultation/Deployment**	Final Project
12	10 Apr	6 Apr	Debugging 2	Final Project
13	17 Apr	13 Apr	Final Submission/consultation	Final Project Submission

*CNY weekend.

**Good Friday weekend.

Appendix C

Web Project Brief:

The web project should be centred around a fictional or non-fictional product.

You are to form a team of 4 and construct a web site for this product. The team must all be in the same tutorial class — you will not be allowed to work on the same project across tutorials.

You should:

- Have a product to sell. The product may be tangible or non-tangible, but must offer an ostensible (fictional or otherwise) benefit to its potential customers;
- Construct a clear and consistent brand identity (visually and otherwise) that will support your product;
- Have a clear idea of who your target customer/audience is. You need to articulate this in your website plan.

You will **not** require:

- A marketing plan;
- A logistical plan e.g. regarding distribution, pricing, etc.

The web site that you will construct for this product should have:

- **A “Home” page/section;**
- **A “Product” page/section;**
- **A “Call to Action” page/section.**

How you structure the web site will be up to you, as long as the web site itself fulfils the above content requirements, and makes me want to buy your product. This should be done through a combination of a well considered product (that would lend itself to being sold online) and a web site that supports that product well.

The course is structured around the three phases of constructing such a web site:

- Planning;
- Beta web site;
- Final web site.

Planning

You will submit a product and website pitch by the end of Week 4 to the lecturer (Zed).

Your website plan should include:

- A product description;
- Target audience;
- Content plan;
- Wireframe.

There will be no word limit for this submission — you will receive a “Satisfactory” band as long as you fulfil the planning requirements above. Higher bands will show the following traits:

- Detail (no actual assets need to be presented);
- Thorough documentation of processes (document iterations etc.);
- Plan cohesion.

Beta

A beta will be submitted in Week 8 to your respective tutorial instructors. The purpose of the beta is to have a working version of the web site to kickstart the debugging and polishing processes.

The web site beta should have the following for a “Satisfactory” grade.

- Basic functionality:
 - Web site should function as proposed e.g. navigation and links should be working, web site should display readably etc.
 - Full functionality is not required.

Higher bands will show the following traits:

- Visual coherence:
 - Elements that are interactive should be presented as clearly interactive;
 - Web site (especially multi-page sites) should be visually consistent;
 - Content must be clearly structured and readable (text and images);
 - You may use placeholder text and images for the purposes of the beta.
- Adherence to plan:
 - Your site should have the details presented in your pitch. This is an exercise in delivering what you’ve promised.
 - If the site beta deviates from the pitch, prepare a document explaining the deviance.

Final Project

The final project will be submitted to your respective tutorial instructors on Week 13. Late submissions will be penalised. Your final submissions should be a fully working, coherent web site. The final site will be judged according to its:

- Technical proficiency;
- Finalised content;
- UX coherence;
- Visual coherence.