

Website Development: An Overview

Course Overview

Multimedia Studies Certificate Program
Kansas City Art Institute
Spring 2005

Instructor: Jeffery Mau

Website Development: Course Overview

Course Overview

You will:

- Learn basic HTML and graphics production using Dreamweaver and Photoshop
- Gain understanding of website design and development concepts
- Gain exposure to concepts of information architecture and usability

You will need:

- Portable Hard Drive, Zip Disk and/or CD-R media
- "Macromedia Dreamweaver MX 2004 Hands On Training" by Garo Green with Lynda Weinman

The Course will look like this:

Week 1: Introduction

Overview of class

What is the World Wide Web?

Exercise: Make your first web page in Dreamweaver and upload to internal web server

Homework: Come up with a website concept for your project

Week 2: Photoshop Overview

Graphic File Formats - JPEG vs. GIF

The Web Color Palette

Optimizing Graphics

RGB vs. Indexed Color

Slicing Graphics

Type as graphic

Rollovers

Exercise: Prepare graphics from a pre-defined layout

Homework: Draft your project sitemap and gather content

Week 3: Dreamweaver Introduction

Linking documents

HTML - "What is a table?"

Rough site buildout

Exercise: Build HTML of a pre-defined layout

Homework: Design overall layout of your page design

Week 4: HTML worksession day

Begin creating your project site based on steps learned in first three classes

Week 5: HTML worksession day

Combine HTML and graphics based on your site map

Week 6: Advanced HTML Day

All about Includes, Forms, Navigation, Javascript

Troubleshooting site designs

Week 7: HTML worksession day

Finish building website - you will encounter unique challenges

Week 8: Site Review and Critique

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You will be graded on:

- A. Creation of pre-defined web page to specifications
- B. Website design - Website plan including site map, wireframes, html pages of final design.
- C. Critique - End of class review of site design, coding ability

Reference Texts:

Envisioning Information - Edward Tufte

http://www.amazon.com/exec/obidos/ASIN/0961392118/qid=1058124390/sr=2-3/ref=sr_2_3/002-5833158-9912845

About Face 2.0: The Essentials of Interaction Design - Alan Cooper

http://www.amazon.com/exec/obidos/ASIN/0764526413/qid=1058124419/sr=2-1/ref=sr_2_1/002-5833158-9912845

The Art & Science of Web Design - Jeffrey Veen

http://www.amazon.com/exec/obidos/ASIN/0789723700/qid=1058124452/sr=2-1/ref=sr_2_1/002-5833158-9912845

Webworks: Navigation - Ken Coupland

http://www.amazon.com/exec/obidos/ASIN/1564966623/qid=1058124479/sr=2-1/ref=sr_2_1/002-5833158-9912845

Web Design Expert - Nick Nettleton

http://www.amazon.com/exec/obidos/tg/detail/-/1586636804/qid=1058124558/sr=1-3/ref=sr_1_3/002-5833158-9912845?v=glance&s=books

Web Design That Works: Secrets for Successful Web Design - Lisa Baggerman

http://www.amazon.com/exec/obidos/tg/detail/-/1564967735/qid=1058124600/sr=1-5/ref=sr_1_5/002-5833158-9912845?v=glance&s=books

Homepage Usability: 50 Websites Deconstructed - Jakob Nielsen

http://www.amazon.com/exec/obidos/tg/detail/-/073571102X/qid=1058124652/sr=1-1/ref=sr_1_1/002-5833158-9912845?v=glance&s=books

Don't Make Me Think: A Common Sense Approach to Web Usability - Steve Krug

http://www.amazon.com/exec/obidos/tg/detail/-/0789723107/ref=pd_bxgy_text_1/002-5833158-9912845?v=glance&s=books&st=*

Information Architecture for the World Wide Web: Designing Large-Scale Web Sites - Louis Rosenfeld

http://www.amazon.com/exec/obidos/tg/detail/-/0596000359/ref=pd_sim_books_1/002-5833158-9912845?v=glance&s=books

Designing Web Graphics.4, Fourth Edition - Lynda Weinman

http://www.amazon.com/exec/obidos/ASIN/0735710791/qid=1058124872/sr=2-2/ref=sr_2_2/002-5833158-9912845

The Elements of User Experience: User-Centered Design for the Web - Jesse James Garrett

http://www.amazon.com/exec/obidos/tg/detail/-/0735712026/ref=pd_bxgy_text_1/002-5833158-9912845?v=glance&s=books&st=*