I. *"What is the most important thing I should do if I want to make sure my Web site is easy to use?"*
"Nothing important should ever be more than two clicks away"
"Speak the user's language"
"Be consistent"

Don't Make Me Think.

2. *How do people think?*

They Satisfice,

This is a phrase coined by economist Herbert Simon and it means people usually don't choose the best option they choose the first reasonable option. It is a cross between satisfying and sufficing.

— Herbert Simon
Models of Man: Social and Rational (Wiley, 1957)

3. *How does that apply to the Web?*

People muddle through things especially with new technologies instead of reading instructions. They/We don't have time or care to spend it that way. As designers we need to make sure the site is seen, understood and easily navigated:

- Create a clear visual hierarchy on each page
- Take advantage of conventions
- Break pages up into clearly defined areas
- Make it obvious what is clickable
- Minimize noise

ZAYED UNIVERSITY DUBAI

Art 357:501 COURSE SYLLABUS

SUN. TUES. THUR. 1:00-2:50   **Classroom** F-GF-006

Instructor

Elizabeth Berger
w: 04.208.2125
elizabeth.berger@zu.ac.ae

Office C-L1-001

Office Hours
Monday: 3 – 5:00 p.m.
Wednesday: 3 – 5:00 p.m.

Course Description

This course is an introduction to the fundamental concepts of typography with emphasis on basic terminology, type usage, spacing, specifying type, rendering, type identification and graphic design applications.

Analyzing and creating meaning in graphic and typographic messages through various applications such as information design, editorial design, graphic design and advertising will be explored in the context of practice and theory.   3 Credits   Prerequisites: ART 251 AND ART 351

Required Text Books

Learning Web Design, second ed., A beginner's Guide   ISBN: 596004842
to HTML Graphics & Beyond
    by Jennifer Niederst

Photoshop Cs/ImageReady CS for the Webb H.O.T.   ISBN: 321228553
hands on trainging
    by Lynda Weinman

Recommended Books

Don't Make Me Think: A common Sense Approach
to Web Usability   ISBN: 789723107
by Steve King

Course Objectives

- After completion of this course the student will be able to demonstrate a knowledge of typographic elements, terms, and history: type, face, type font, parts of the characters, parts of the font, appropriate type selection, typographic measurement systems, leading, weight, size, kerning, word spacing, alignment, line length, syntax, semantics, semiotics, type rendering, visual hierarchy, font manipulation, communication with type, and type identification.

- The student will demonstrate an understanding of the design process: concept, thumbnails, pencil layouts, and tight pencil comprehensives, and computer generated comprehensives, (comps) etc.

- The student will demonstrate an understanding of the elements and principles of design through typographic applications: composition, focal point, balance, contrast, repetition, movement, dominance, tension, rhythm etc.

- The student will gain further mastery of the principles of gestalt: figure/ground relationships, unity, repetition, similarity, closure, continuity, and proximity.

You may expect that 80% of class time will be spent in critique and discussion of work completed outside of class. The remaining 20% will be spent in in-class work, lecture and demonstration.

**Major Learning Outcomes
(MALO)**

Students successfully utilize theories & ideas regarding contemporary issues in typographic design.
Students are knowledgeable of the historical progression of typography
Students are able to apply design fundamentals to the ethical making of art as a vehicle for self expression, as well as for professional results.
Students are proficient in practical application of art and design skills, as well as in professional

Major Learning Outcomes Continued

business practice of skill set.

Students possess a thorough understanding of the principles of design as an effective and informed tool of communication.

Students can develop a project and defend the outcome to an informed audience.

Students understand the criteria for critical discussion of the arts and the relationship to the creative process.

Students can demonstrate the formulation of complex visual and spatial problems as well as responsive development of innovative solutions.

Students are able to engage in analysis and interpretation of visual culture.

Students possess an understanding of design principles: color, line, mass, balance, symmetry, perspective, form, shape, space, volume, value, and visual hierarchy.

Students display an integrated approach utilizing multiple design technologies in their professional portfolio.

Students understand the limitations of different software by choosing appropriate media for design

Zayed University Learning Outcome (ZULO)

• Information Literacy and Communication
• Information Technology
• Critical Thinking and Reasoning
• Global Awareness
• Teamwork

Course Content

Project 1: WebDesign Book Report	10%
Project 2: Site Map	10%
Project 3: Dreamweaver Exercises/Tests	40%
Project 4: Peronsal WebSite	40%

Student Evaluation and Assessment

Your final grade will be based on an average of all exercises, and projects in the given percentages, and affected by attendance, meeting deadline, performance, participation, and work ethic. Overall improvement during the course, attitude, and effort are strongly considered.

Late Work

There will be no late work accepted. All work is due on date indicated and presented according to instructions at the beginning of class. You are responsible for turning in work on time regardless of attendance. Anyone that relies on printers in class to finish up work at the last minute will be jeopardizing their grade. It is strongly advised you print your work before coming to class.

The only reason late work will be accepted is with a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If work is accepted late with an appropriate written excuse the student will have one week to complete the late project.

Attendance Policy

Attendance is an indicator of attitude and work ethic, use your absences wisely. If you are absent, you are responsible for contacting a class member in order to get any information or assignments that are given. The instructor will not have any class time to repeat missed lectures or assignments.
See the 2005-2006 Catalog for Zayed University page 20-21 Attendance Policies.

Disabilities Accommodation

Please notify the instructor if you have a disability that requires accommodation or any special needs at the beginning of the course.

Plagiarism and Cheating

Plagiarism and cheating is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. It can take the form of not correctly footnoting references in written material, using others to do your work, doing the work for others, representing work and ideas as your own when they are not, and all forms of cheating on tests and papers. It is a sign of desperation or laziness. Plagiarism results in compromised character and work ethic. As stated above I grade heavily on improvement and effort, perfection is not important but work ethic is. There is no reason to be desperate, laziness will not be tolerated. Plagiarism will result in immediate failure of the class and may result in expulsion from the university. Please refer to the 2005-2006 catalog for Zayed University pages 26-27 under Code of Academic Conduct for details.

Classroom Conduct

Obvious norms of social behavior are expected in the classroom. This include being polite, telling the truth, respecting others even if you don' like them or their work, listening, not disturbing others with talk, cell phones, internet usage and such non-classroom activities.

When you enter class I expect you to be ready to learn and do your work. We are all tired and stressed, but do not use the classroom time to sleep, eat, dress, party or do homework from this or other classes. I may not correct you because I like to run a classroom with the attitude that my students are adults and do not need me to police them like children, plus I do not like to get mad. So, make note that a casual loose atmosphere does not equate with not expecting focused contributing students in class. I may not correct you, but I do notice such things and it will effect your grade. Attitude is everything. See the Code of Student Conduct in the 2005-2006 Catalog of Zayed University pages 29-30.

Tardiness

Good attendance and punctuality are expected for this class and will strongly effect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll.

Changes to Syllabus

The Instructor reserves the right to change the syllabus and class schedule and assignments as seem necessary with the pace of the pace, and level of need in the classroom. The syllabus is a goal and changes can be made with or without notice at the discretion of the instructor.

Materials List

2-3 CDs
Flash drive is recommended but not necessary
4-5" capacity black 3-ring binder with tabs

A selection of art pencils – HB, 2H, 4H, 6H, etc.
black pilot point fine marker
prisma colors color marker set (small 24 size is ok)

Sharpener
Erasers (Magic Rub eraser, kneaded eraser, Pink Pearl eraser)
Masking tape

Bienfang 100 sheet Parchment pad, 9" x 12"
Bienfang 50 sheet Graphics 360 pad, 9" x 12"
Black mat board as needed 15"x20" (Letramax or similar) **-teacher can supply**

Pantone Designer Edition

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Agreement

I have read and fully understand the terms and conditions (attendance policy, grading system, plagiarism and disciplinary procedures) of this class and agree to abide by them.

_____   _____
Student signature   Date

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