### Fall 2006 Web Design

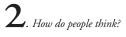
zayed university DUBAI Art 357:501 course syllabus

On Web Design •-----

L. *"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.



## 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)

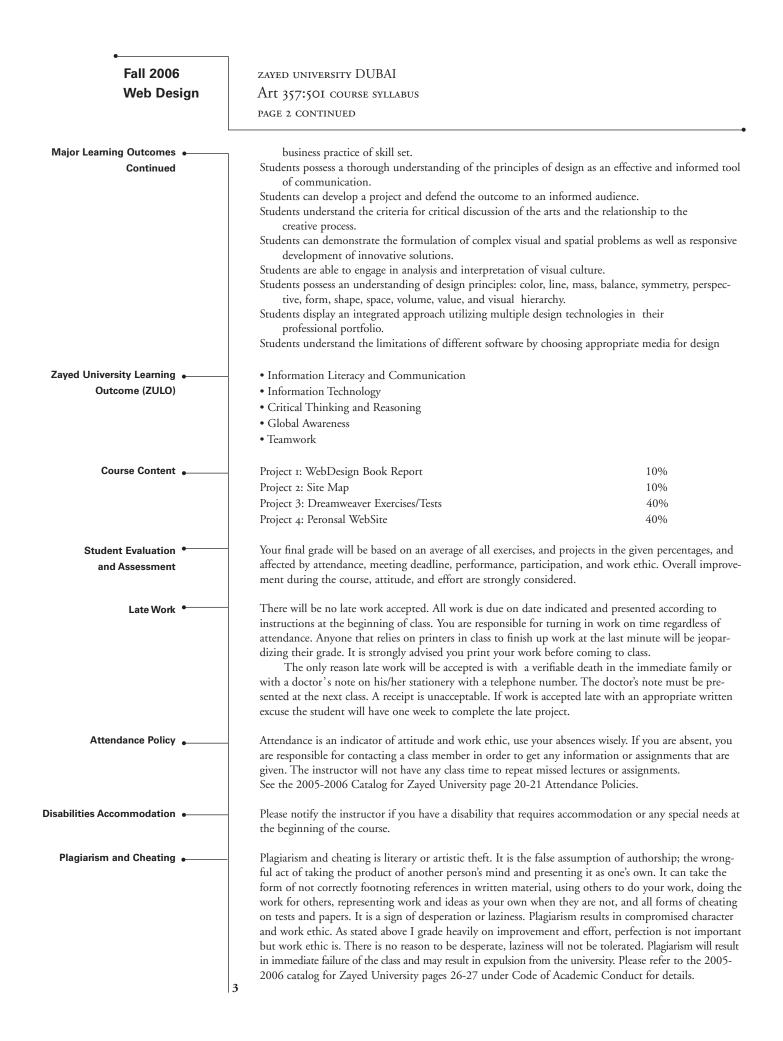
# 3. How does that apply to the Web?

and easily navigated:

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

- 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

| •<br>Fall 2006<br>WebDesign         | ZAYED UNIVERSITY DUBAI<br>Ait 357:501 course syllabus<br>sun. tues. thur. 1:00-2:50 <b>Classroom</b> F-GF-006  |  |  |
|-------------------------------------|--|--|--|
| Instructor •                        | <i>Elizabeth Berger</i><br><b>w:</b> 04.208.2125<br>elizabeth.berger@zu.ac.ae  | Office C-L1-001  | <b>Office Hours</b><br>Monday: 3 – 5:00 p.m.<br>Wednesday: 3 – 5:00 p.m. |
| Course Description •                | <ul> <li>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.</li> <li>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.</li> <li>3 Credits</li> </ul>  |  |  |
| Required Text Books 🖕 👞             | Learning Web Design, secon<br>to HTML Graphics & Beyo<br><i>by Jennifer Niederst</i>   | •  | le ISBN: 596004842   |
|                                     | Photoshop Cs/ImageReady<br>hands on trainging<br><i>by Lynda Weinman</i>   | CS for the Webb H.O.T.                                   | ISBN: 321228553  |
| Recommended Books •                 | Don't Make Me Think: A c<br>to Web Usability<br><i>by Steve King</i>   | ommon Sense Approach                                     | ISBN: 789723107  |
| Course Objectives •                 | <ul> <li>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.</li> <li>The student will demonstrate an understanding of the design process: concept, thumbnails, pencil layouts, and tight pencil comprehensives, and computer generated comprehensives, (comps) etc.</li> <li>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.</li> </ul> |  |  |
|                                     | repetition, similarity, clos   | sure, continuity, and prox<br>f class time will be spent | in critique and discussion of work completed out-                        |
| Major Learning Outcomes •<br>(MALO) | <ul> <li>Students successfully utilize theories &amp; ideas regarding contemporary issues in typographic design.</li> <li>Students are knowledgeable of the historical progression of typography</li> <li>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.</li> <li>Students are proficient in practical application of art and design skills, as well as in professional</li> </ul>   |  |  |
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| Fall 2006             | zayed university DUBAI   |  |  |  |
|-----------------------|--|--|--|--|
| Web Design            | Art 357:501 course syllabus  |  |  |  |
|                       | PAGE 3 CONTINUED   |  |  |  |
| Classroom Conduct     | -<br>-   |  |  |  |
|                       | 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.<br>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.  |  |  |  |
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### Fall 2006 Web Design

### ZAYED UNIVERSITY DUBAI Art 357:501 materials list page 4 continued

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



