

ART 3057 – principles of internet design-----version 1.0

Spring 2018 - Thursday - 6:05-9:00p - Room VC 8-126

<https://blogs.baruch.cuny.edu/art3057/>

Instructor

Nick Rymer - Nicholas.Rymer@baruch.cuny.edu

Office hours: Thurs 5pm-6pm Room VC 7-235

Course Description

This course explores principles and methods of designing for the Internet, from content creation through production. The historical development of the Internet and web design, contemporary practices, theoretical issues, and the relationship between web design and other forms of graphic communication will be addressed in the course. Aesthetic and technical issues will be investigated via lectures, demonstrations, readings, and assignments.

Required Materials

External USB drive with a capacity of at least 8GB (formatted for mac) or a dropbox account!

Notebook or small sketch pad

Required to bring to class each week. Seriously, bring one.

Economy Linux Hosting with cPanel and Domain (GoDaddy) For use all semester.

Squarespace site to buy at the end of the semester.

Attendance and Participation

Your on-time attendance is required. Attendance is taken at the beginning of class. You have four “no questions asked” absences. A fifth absence for any reason will result in your being withdrawn from the class. No exceptions. If you are absent, you are responsible for getting missed information and homework assignments from your colleagues and coming to the next class fully prepared. If you are absent from either final critique, there will be no possibility for you to pass the course.

5 minutes late = 1 late.

15 minutes late = 1 absence.

3 lates = 1 absence.

5 absences = Automatic withdrawal.

Final critique absence = F.

You are required to be an active participant in online and offline aspects of this class, including discussions and critiques. Be ready to participate.

All work is due at the start of class. Late work is marked down 1 grade per week and will not be accepted after 2 weeks.

Communication. Participation includes being in communication with your colleagues and with me at all times, online and off. Communicate early and often, not after the fact.

Be present, not telepresent. No SMS'ing, IM'ing, FB'ing, MMS'ing, OMG'ing, ESP'ing, etc. in class.

Grading

Web Projects*	30%
Progress/Creative Growth/Initiative/Participation	20%
Reading Response	10%
Attendance	10%
Final Project	30%

Academic Integrity

The **Department of Fine and Performing Arts** fully supports Baruch College's policy on **Academic Honesty**, which states, in part:

“Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned.”

Academic sanctions in this class will range from an F on the assignment to an F in this course. Reports of suspected academic dishonesty will be sent to the Office of the Dean of Students. Additional information and definitions can be found at:

http://www.baruch.cuny.edu/academic/academic_honesty.html

Reading

All reading and screening homework is accompanied by a required web page creation. Your sites should be considered academic writing and should be free from grammatical or spelling errors..

Do not summarize the content of the reading. I have read the reading and I already know what it says!

Pick a passage from the reading that stands out to you, something that is compelling or confusing, something that causes you inspiration or outrage. Perform a close reading of that passage and explain what it means to you and why it interests you.

Problem Solving

When you complete this class, you will have a foundation for using a range of new media software; you will understand software concepts that you can apply to new programs and media; and you will be able to come up with creative projects on your own. **This means you should try to problem solve on your own, before asking for help, as a helpful exercise.**

You can problem solve most of the time by experimenting, Googling, youtubeing and using what you know already. There are no missteps when problem solving. Part of learning new software and getting it to do what you want to do is learning how to search the internet for what you want! **GOOGLE BEFORE ASKING.**

Saving

First, save your project as like: myproject_experiment.html. After you have saved a different version, you can experiment, noodle around, make mistakes and observe the mistakes you are having. You can always go back to your old version, and repeat the process by saving yet another version, like: myproject_experiment2.html. You can always go back to the old one, or make yet another copy of it and keep playing.

You can also consult the textbook and online tutorials as a resource.

SUBJECT TO CHANGE

Feb 1 **Overview of the class, introductions to each other**

Basic Web*

HW Codecademy - HTML Elements and Structure & HTML Tables

Feb 8 **Set up websites, HTML Images, Links and Pages**

Home page

Set up GoDaddy Hosting and Domain name

HW Codecademy - CSS Selectors and Visual Rules

Feb 15 **Intro to CSS**

Hyper Haiku*

HW Codecademy - CSS CSS Display and Positioning, Color, Typography

READ Art in the Age of Mechanical Reproduction

Feb 22 **More CSS**

z-index "Mr. Potatohead"*

DUE Reading 1 - Age of Mechanical Reproduction*

READ Wark, *A Hacker Manifesto*

Mar 1 **Internet Politics/History of The Internet**

Lecture and then lab day

DUE *A Hacker Manifesto**

Mar 8 **Web Art 1**

CSS Landscape*

Open Internet Quiz

Mar 15 **Web Art 2**

Web Art Lecture and Open Lab

READ Wiki Reading

Mar 22	CMS to Wikipedia
	Lecture and then open lab
Due	Web Art*
HW	Wikipedia Hack*
Mar 29	Wordpress
	Install Wordpress, Wordpress basics and Plug-ins
Apr 5	SPRING BREAK
Apr 12	Wordpress
	Wordpress Open Lab
Apr 19	Squarespace/Visiting Artist
	Wordpress and advanced editing
Apr 26	Squarespace
	Start With Squarespace, Themes and Design
DUE	Wordpress Personal Portfolio Site*
May 3	Squarespace
	Advance Squarespace
May 10	Squarespace
DUE	Squarespace Lab
May 17	Squarespace Final Website Due (online link)
DUE	Squarespace* Final Due