<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>HW</th>
<th>Lecture</th>
<th>Presentation</th>
<th>Lesson</th>
<th>HW Project</th>
<th>HW Book</th>
<th>HW Read</th>
<th>HW Discuss</th>
<th>HW Write</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug 30</td>
<td>No Class–Prof. Behar in Portland</td>
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<td>2</td>
<td>Sept 6</td>
<td>Intro to the class, web design, and html</td>
<td>HW Look: See the Cory Arcangel show at The Whitney Museum. We will talk about it next week.</td>
<td>Discussion: Cory Arcangel exhibition</td>
<td>Discussion: Why are we here? What is Web Design? Why is Web Design? What is HTML?</td>
<td>Lecture: Anatomy of an HTML page, anatomy of a tag part 1</td>
<td>HW Project01: Present yourself to the class. Write a statement about yourself with three sections indicated by headings. 1) Your past: give us an idea of your background. 2) Your present: assess where you are now. 3) Your future: explain where you expect to be in the future.</td>
<td>HW Book: Castro, Ch. 3 (Structure)</td>
<td>HW Read01: “How the Web Works”</td>
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<td>3</td>
<td>Sept 13</td>
<td>Hypertext</td>
<td>HW Project02: 3 page Self-statement. Break your 3 section self-statement up into 3 pages. Create links between the pages. Post Project02 link on blog.</td>
<td>Lecture: History of the WWW</td>
<td>Presentation: Early net.art</td>
<td>Lesson: FTP, Links, Formatting text.</td>
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<td>HW Book: Castro, Ch. 2 (Formatting), Ch. 6 (Links)</td>
<td>HW Read02: “As We May Think”</td>
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<td>4</td>
<td>Sept 20</td>
<td>Small Talk Workshop / Open Lab</td>
<td>Guest: Workshop on Small Talk</td>
<td>Open Lab: In Class Work Time</td>
<td>HW Write: Observe your “small talk” habits for 1 week, both online and offline. Write 500 words about how you small talk and post on blog.</td>
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<td>5</td>
<td>Sept 27</td>
<td>Layout with Tables</td>
<td>Lecture: Internet history. The origins of tables. The birth of “web design.”</td>
<td>Discussion: Read02 “As We May Think”</td>
<td>Lesson: Anatomy of a tag part 2: Attributes, Hex colors, tables. Make a calendar page.</td>
<td>Presentation: Chris Ashley, Rhizome “HTML Color Codes” exhibition.</td>
<td>HW Project03: HTML Drawings. Use tables to make a portfolio of 4 HTML drawings in the style of Chris Ashley, with each drawing on its own page, and links between pages. Post index page on blog. Due week 8.</td>
<td>HW Book: Castro, Ch. 16 (Tables)</td>
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ART 3057: Calendar

Principles of Internet Design, Fall 2011
Instructor: Katherine Behar
UT Tuesdays, 6:05 p.m. - 9:00 p.m., VC-8-165
E-mail: katherine.behar@baruch.cuny.edu
http://blsciblogs.baruch.cuny.edu/f2011internetttuesday
Office: VC-7-232. Hours: T, 3:30-5:30 p.m.

• Week 6 Oct 4 No class (Friday schedule)
HW Read03: Don’t Make Me Think! Ch. 1-5, 6 (Don’t worry, 1-5 are very short chapters!)

• Week 7 Oct 11 Images
Introduce Midterm Project – Due in two weeks, Sites on Paper 1 due October 25.
Lecture: Good and bad uses of images. When image, when text?
Lesson: Images: optimizing for web, adding images to pages, slicing images for layout.
Presentation: Image-based Internet art
HW Project03: Continue working on HTML Drawings. Portfolio due next week.
HW Discuss: Respond to 1 person’s HTML Drawings on Blog. No duplicate posts.
HW Read04: “Cardboard Computers”

• Week 8 Oct 18 Usability
Discussion: HTML Drawings Critique
Presentation: Alternative Interfaces
Lecture: Usability & introduce cardboard computers
In Class Lab: Lab time and individual meetings about “Sites on Paper”
HW Read05: Don’t Make Me Think, Ch.9

• Week 9 Oct 25 MIDTERM
Sites on Paper Part I – Due at beginning of class
In Class: Cardboard Computer Exercise
In Class Lab: Plan revisions due for Critique next week
HW Project05: Midterm Project – Sites on Paper Part 2 (revised) due next week for Midterm. Print out your revised designs in color. Write a 500 word design brief to explain your *revised* approach and how you integrated the results of your usability testing into your designs.
HW Read06: “Radio as an Apparatus of Control” and “What is Web 2.0?”

• Week 10 Nov 1 Stylesheets and the Role of the User
MIDTERM: Sites on Paper Part 2 – Due at beginning of class
FINAL: Final Project Assigned
Discussion: Brecht, O’Reilly – The role of the user.
Lesson: Working with Cascading Style Sheets
HW FINAL: Final Project Milestone – Sample Layouts, Site Maps and Proposals due Week 12.
HW Book: Castro, Ch. 7, 8, 9; Negrino, Ch. 7

• Week 11 Nov 8 Dreamweaver 101
Presentation: Web 2.0 net.art
Lecture: Dreamweaver Basics. What’s a WYSIWYG?
ART 3057: Calendar

Principles of Internet Design, Fall 2011

Principles of Internet Design, Fall 2011

Instructor: Katherine Behar

UT Tuesdays, 6:05 p.m. - 9:00 p.m., VC-8-165

http://blasciblogs.baruch.cuny.edu/f2011internettuesday

E-mail: katherine.behar@baruch.cuny.edu

Office: VC-7-232. Hours: T, 3:30-5:30 p.m.

Lesson: Setting up a site, Setting up a page, Adding an image, Making a link.

HW Project06: Make a three-page site in Dreamweaver. Use found images and write your own captions to tell a story with a beginning, middle, and end. Post link on blog. Due Week 14.

HW Book: Negrino, Ch. 1, 2, 3

HW FINAL: Final Project Milestone – Sample Layouts, Site Maps and Proposals

• Week 12 Nov 15 CSS, Templates, Site Manager, Validator

Final Project Milestone: Sample Layouts, Site Map, and Written Proposal

Lesson: Stylesheets for formatting

Lesson: Templates and stylesheets for layout, Site Manager, Validator

HW Book: Castro, Ch. 7, 8, 9; Negrino, Ch. 7

HW FINAL: Final Milestone – Content

• Week 13 Nov 22 No Class (Thursday Schedule) Work on Finals!

Final Project Milestone Due: Content!

HW Read07: “Everyone is a Media Outlet”

HW FINAL: Final Project Milestone – Sample Pages with CSS. Post link on blog.

• Week 14 Nov 29 Dreamweaver and Interactivity

Final Project Milestone Due: Complete Sample Page using CSS!

Discussion: Picture/Caption Story Sites Critique & Read 07, Shirky

Lesson: Rollovers, Spry’s, Tracing Images

In Class Lab: Work time to prepare your Layouts/Site Maps/Proposals

HW Book: Negrino, Ch. 13, 14, 15

HW Read08: “Understanding Hybrid Media”

HW FINAL: Final Milestone – Polished Draft. Post link on blog.

• Week 15 Dec 6 Dreamweaver and Multimedia

Final Project Milestone: Polished Draft Due!

Discussion: Sample pages critique

Discussion: Hybrid Media

Presentation: Hybrid Media

Lesson: Compressing and embedding video, Lightbox, Linking to other file types [PDF, Audio, Video]

HW Book: Castro, Ch. 18; Negrino, Ch. 5

• Week 16 Dec 13 Final Critiques

Final Projects Due: All work due at beginning of class!

Critique: Final Project Critiques

Final Exam TBD, most likely Tuesday, Dec 20, 6:00-8:00 p.m.