ART 3057: Read Me

Principles of Internet Design, Fall 2011
UT Tuesdays, 1:40 p.m. - 4:35 p.m., VC-8-165
http://blsciblogs.baruch.cuny.edu/f2011internettuesday
Instructor: Katherine Behar
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Office: VC-7-232. Hours: T, 3:30-5:30 p.m.

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.
Prerequisite: ART 2050 or 2056 or departmental permission.

INPUT (a.k.a. “Required Materials”)
» Textbooks. Dreamweaver CS5 for Windows and Macintosh: Visual QuickStart Guide by Tom Negrino and HTML, XHTML, and CSS, Sixth Edition by Elizabeth Castro. Both are on reserve. LOOK IT UP!
» Readings. Readings will be posted to class blog. All readings must be printed to be read, underlined, notated, doodled on, etc., and brought to class. Make notes to help you participate in discussions. MARK IT UP!
» Portable Storage. USB thumb drives (2 gig minimum) or external hard drives are a must have. Always have all of your work backed up in at least two places. Do not rely on lab computers for storage. There are no excuses for lost work. Period. BACK IT UP!
» Your time, creativity, curiosity, blood, sweat, and tears. You must work outside of class time. GIVE IT UP!

PARAMETERS (a.k.a. “Attendance & Participation Policy”)
» Attendance. Your on-time attendance is required. Attendance is taken at the beginning of class. You have two “no questions asked” absences. A third absence for any reason will result in your being withdrawn from the class.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 the final critique, there will be no possibility for you to pass the course.
   5 minutes late = 1 late.
   15 minutes late = 1 absence.
   2 lates = 1 absence.
   3 absences = Automatic withdrawal.
   Final critique absence = F.
   ADD IT UP!
» Participation. You are required to be an active participant in online and offline aspects of this class, including discussions, critiques, and the class blog. Be ready to participate. All work due at the start of class.
» Communication. Participation includes being in communication with your colleagues and with me at all times. 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.
» Integrity. See next page, and get to know: http://www.baruch.cuny.edu/academic/academic_honesty.html

PROCESS (a.k.a. “Instructional Method”)
» This class employs studio assignments, critiques, readings, lectures, demonstrations, blogging, and discussions, and group and individual design projects.
» If you can’t make it, fake it until you arrive at a solution. If faking it isn’t making it, request help.

OUTPUT (a.k.a. “Learning Objectives”)
» You will know how to write X/HTML and CSS to code websites by hand.
» You will know how to use Adobe Dreamweaver to create and edit basic websites.
» You will understand the history and development of the WWW and will know the work of significant net artists.
» Your websites will present well-organized information using clean, valid code, and clean, user-friendly design.
Grades
» Homework Projects (4 @ 8% each) 32%
» Midterm 12%
» Final 25%
» Participation (readings, discussions, blog, critiques) 25%
» Progress, Creative Growth, and Initiative 6%

All work is evaluated based on achievement in The 3 C’s: Creativity, Craft, and Concept. Students are always encouraged to take risks and try new things.

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