



VIST 474
SCC 4-114

M W 3:00-6:30

Designing for the Web
Instructor: Howard Eilers, Langford C 104-A, 229-5578

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Office hours: M W 10:45-2:45, T 12-2, R 12-2, F TBA

SYLLABUS

I COURSE DESCRIPTION

ENDS 474 Designing for the Web. (2-4). Credit 3.

A course on web page and site creation: design, typography for the web. Building on a sound foundation of web technologies, the emphasis of the course will be in page/site design: controlling the page real estate through cascading style sheets (CSS). Imaging for the web: creation and use of color and graphics. Emphasis will be on the visual presentation on the web using web standards design. Build complete web sites.

II INSTRUCTOR

Howard F. Eilers
104-A Langford C

979-229-5578

h-eilers@tamu.edu

Office hours: MW 11:45-2:45, TR-12:13-2, F - TBA

III PREREQUISITES

none

IV INTRODUCTION

VIST 474 is a course that emphasizes the **creative** and **compositional** aspects of web **DESIGN**. The tutorials and project will provide the technical tools needed to bring the design ideas to fruition.

The growing area of internet usage is mobile (phone) and tablet (iPad type device); as such most of the designs will want "mobile" design as well as "normal" computer screen presentation. In order to adequately "test" your mobile presentations, many of your Web projects will need to be "published" on a server. Fortunately Texas A&M provides this service to every student through **people.tamu.edu**

Topics include the Internet and the web, terminology, HTML-5 document type definition and standards, web browser technologies. Basic concepts of web design (controlling page real estate) will be addressed using HTML-5 and CSS (cascading style sheets) especially new advances using CSS3. ADA accessibility standards and the building and management of complete web sites will also be addressed.

The work will be done on the student's own laptop computer although public computer labs may be used. No special software is required; GOOD (excellent) editors are available for both PC and MAC that are in the public domain (TextWrangler for the MAC or Notepad++ for the PC – **Sublime Text is a really fine color available for both PC and MAC**). Occasionally images may need to be manipulated; PhotoShop (available in all the public labs) is the recommended tool. It is good to have a number of different browsers available; webkit (Safari and Chrome) are the most compatible browsers although Firefox is a second; IE (PC default browser) is the least compatible, the new Edge browser comes with Windows 10 and looks to have great promise.

Resources (tutorials and assignments) will be provided and assignments will be submitted via e-Campus.

V COURSE OBJECTIVES

The objectives of this course are as follows:

- to understand the power and utility of the web
- to explore the creative potential for the web
- to control presentation by the use of positioning
- to create Web pages for both standard computer and mobile display
- to introduce good coding practices through the use of web standards
- to learn how to separate content and format styling
- to create an awareness for ADA standards and the necessity for compliance
- to create an entire web site; explore web site management

VI PERFORMANCE EVALUATION:

Students enrolled in VIST 474 will be evaluated according to the following criteria:

Projects and instructor designed exercises/tutorials	95 %
(web site	30%)
(creative projects	65%)
Tutorials	2 %
Class participation/exams	3 %

VII Projects/tutorials for the web course:

Basic HTML things:

Web Pages – Create web pages incorporating shape layout, color and design techniques designed in class. Include text, still images, sound and video. Link more than one page together. Create graphics for inclusion in basic web pages.

Styling – Interface design:

A series of exercises and creative projects to style web pages with multi-column layouts, floats, various link (menu) configurations, incorporating different design, layout (fixed column and fluid/elastic), imagery, typography, and special effects using background images, transparency and layering.

Content integration:

Web site and management: Create and publish a web site applying strategies integral to the corporation.

Possible tutorials and projects:

<p>Tutorials</p> <p>html TUTORIAL Basics of CSS White space (margins/padding) Box model Styling type (type-background) Drop-down @font-face Centering a design Position basics (AP) Mobile design Media Queries Floating columns (liquid) Flexbox Multi-columns HTML5 Styling for print Styling tables Lists to make a menu Buttons – moving Flyouts Menu – simple drop-down Tooltips tutorial Multimedia/video CSS3 transformations/transitions Community MX North Pole Positioning background (Shell)</p>	<p>Assigned (non-graded) exercises</p> <p>Miss Baker (mark-up) Shell tutorial</p> <p>Projects</p> <p>Basic HTML construction Web graphics: logo for a Web page Using Web typography AP (absolute position) fixed layout Web for mobiles and tablets Liquid layout Using Flexbox Media Queries nav: horizontal and vertical Drop-down menu page Web animation/video/tooltips</p> <p>Major projects</p> <p>CSS Zengarden (possibly) Web site</p>
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VIII Proposed schedule

- I Intro to Web design
- II HTML
- III Web graphics -- CSS
- IV Styling typography
- V Layout: Absolute Positioning (AP)
- VI Layout: Fluid (liquid)
- VII Layout for mobile
- VIII Design using Flexbox
- IX Spring break
- X Responsive Web Design
- XI Navigation: drop-downs and button design with transitions/transformation
- XII Using native video, animation and tooltips
- XIII UX/UI: Creating a complete Web site
- XIV Working on Web site
- XV Work on Web site
- XVI Present Web sites in class review

IX TEXT

Primary references

Verou, Lea *CSS Secrets: Better Solutions to Everyday Web Design Problems*
O'Reilly Media July 2015

Cederholm Dan *CSS3 for Web Designers A Book Apart* 2015

Marcotte, Ethan *Responsive Web Design A Book Apart* 2014

Smashing Book 5 *Real-Life Responsive Web Design* Smashing Magazine GmbH 2015

Krug, Steve *Don't Make Me Think* New Riders 2014

Garrett, Jesse James *The Elements of User Experience, Second Edition: User-Centered Design for the Web and beyond* New Riders 2010

Shay Howe *Learn to Code HTML & CSS* New Riders 2014

Wyke-Smith *Stylin' with CSS 3rd ed* New Riders Publishing 2013

Wyke-Smith *Visual Stylin' with CSS3*, Kindle 2013

Kadlec, Tim *Implementing Responsive Design* 2012 Voices that Matter

Dawson, Alexander *Distinctive Design: A Practical Guide to a Useful, Beautiful Web* Wiley 2011

Clarke, Andy and Holzschlag, Molly *Transcending CSS: The Fine Art of Web Design* New Riders 2006

Shea, Dave and Holzschlag, Molly *the Zen of CSS design: visual enlightenment for the web* New Riders 2005

Clarke, Andy *Design Master Class* New Riders 2008

Cederholm, Dan; Marcotte, Ethan; *Handcrafted CSS: More Bulletproof Web design* New Riders 2009

Clarke, Andy *Hardboiled Web Design, Five Simple Steps* 2010

Adams, Cameron; Boulton, Mark; Clarke, Andy; Collison, Simon; Croft, Jeff; Featherstone, Derek; Lloyd, Ian; Marcotte, Ethan; Rubin, Dan; Weychert, Rob, *Web Standards Creativity: Innovations in Web Design with XHTML, CSS, and DOM Scripting* Friends of Ed 2007

Anderson, Stephen *Seductive Interactive Design* New Riders 2011

McNeil, Patrick *The Web Designer's Idea Book vol2* HOW books 2010

Ward, Matt *The Smashing Book #2* Smashing Media GmbH 2011

Other References

Boulton, Mark, *Designing for the Web*, Mark Bounton Design, Ltd, 2009

Budd, Andy, *CSS Mastery: Advanced Web Standards Solution* Friends of Ed 2006

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Cederholm, Dan *CSS3 for Web Designers*, A Book Apart 2010

Cederholm, Dan *Web Standards Solution: the Markup & Style Handbook* Apress L.P 2004

Clarke, Andy *Inspired style for a beautiful web*, New Riders 2008

Clarke, Andy *Designing with CSS for a beautiful web*, New Riders 2009

Clarke, Andy *CSS Artistry: a Web design master class* New Riders 2008

Cook, Craig *Foundation HTML5 and CSS3* friends of ED 2012

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Comer, Douglas E. *The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works (3rd Edition)*. Upper Saddle River, NJ: Prentice Hall, 2000.

Crowther, Rob *Hello! HTML5 & CSS3: A User Friendly Reference Guide* Manning Publications 2012

Crowther, Rob *HTML5 in Action* Manning Publications 2012

Duckett, Jon *HTML & CSS3: A User Friendly Reference Guide* Manning Publications 2012

David, Matthew *HTML5: Designing Rich Internet Applications* Focal Press 2010

Eccher, Clint, Hunley, Eric and Simmons Erik *Advanced Professional Web Design: Techniques and Templates* Charles River Media 2006

Garrett, Jesse James *Elements of User Experience* Peachpit Press 2002

Gasston, Peter *The Book of CSS3: a web developer's guide to the future of web design* No Starch Press 2011

Gillenwater, Zoe Mickley *Flexible Web Design: Creating Liquid and Elastic Layouts with CSS*, New Riders 2009

Gillenwater, Zoe *Stunning CSS3: a project-based guide to the latest CSS* New Riders 2011

Goldstein, Alexis *HTML5 & CSS3 for the real world* Sitepoint 2011

Graham, Ian S. *HTML Stylesheet Sourcebook*. New York, NY: Wiley, 1997.

Grannell, Craig *Essential Guide to CSS & HTML Web Design* Friends of Ed 2007

Grannell, Craig *The Essential Guide to HTML5 and CSS3 Web Design* friends of ED 2012

Hoekman, Robert *Designing the Obvious* New Riders 2006

Hogan, Ben *HTML5 and CSS3: Develop with Tomorrow's Standards Today* Pragmatic Bookshelf 2011

Holzschlag, Molly El *Cascading Style Sheets: The Designer's Edge* Sybex 2003

Holzschlag, Molly *Spring into HTML & CSS* Adison-Wesley, 2005

Homer, Alex, Chris Ullman and Steve Wright. *Instant HTML Programmer's Reference, 2nd Edition*. Birmingham, UK: Wrox Press, 1998.

Jamsa, Kris, Konrad King and Andy Anderson. *HTML & Web Design Tips and Techniques*. Boston, MA: McGraw-Hill Osborne Media, 2002.

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Lewis, Joseph R *Advanced CSS friends of ED* 2009

Kay, Michael. *XSLT : Programmer's Reference (Programmer to Programmer)*. Birmingham, UK: Wrox Press, 2001.

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Loyd, Ian *The Ultimate HTML Reference* Sitepoint 2008

Mavrody, Sergey *Sergey's HTML5 & CSS3 Quick Reference* Belisso 2012

Mangano, Sal. *XSLT Cookbook*. Cambridge, MA: O'Reilly & Associates, 2002.

Meadows, Mart S, *Pause and Effect: The Art of Interactive Narrative*. Indianapolis, IN: New Riders Publishing, 2002

Marini, Joe. *Document Object Model: Processing Structured Documents*. Berkeley, CA: Osborne/McGraw-Hill, 2002.

Meyer, Eric *Smashing CSS* Wiley 2011

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Meyer, Eric *More on CSS* New Riders Publishing 2004

Meyer, Eric *On CSS: Mastering the Language of Web Design* New Riders Publishing 2003

Meyer, Eric. *Cascading Style Sheets 2.0 Programmer's Reference*. Boston, MA: McGraw-Hill Osborne Media, 2001.

Meyer, Eric. *Cascading Style Sheets: The Definitive Guide*. Cambridge, MA: O'Reilly & Associates, 2000.

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Niederst, Jennifer. *Web Design in a Nutshell*. Upper Saddle River, NJ:Prentice Hall, 2001.

Nielsen, Jakob *Designing Web Usability* Peach Press 1999

Norman, Don *The Design for Everyday Things* Basic Books 2002

Norman, Don *The Design of Future Things* Basic Books 2007

Olsson, Tommy *The Ultimate CSS Reference* Sitepoint 2008

Ruse, Kevin *Web Standards Design Guide* Charles River Media 2005

Rosenfeld, Louis *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites* O'Reilly 2006

Ruvalcaba, Zak *Murach's HTML5 and CSS3* Mike Murach & Assoc 2011

Schafer, Steven *Web Standards Programmer's Reference: HTML, CSS, JavaScript, Python & PHP* Wiley 2005

Schengili-Roberts, Keith. *Core CSS: Cascading Style Sheets*. Upper Saddle River, NJ: Prentice Hall PTR, 2003.

Shiflett, Chris. *HTTP Developer's Handbook*. Carmel, IN: SAMS, 2003.

Schmitt, Christopher. *Designing CSS Web Pages*. Indianapolis, IN: New Riders Publishing, 2002

Schmitt, Christopher. *CSS Cookbook*. Cambridge, MA: O'Reilly & Associates, 2004.

Tantek, Celik *HTML5 now: a step-by-step video tutorial for getting started today* New Riders 2010

Teague, Jason Cranford *CSS3: a Visual Quick Start* Peachpit Press 2010

Teague, Jason Cranford *fluid Web typography* New Riders 2010

Teague, Jason Cranford *{speaking in styles} Fundamentals of CSS for Web Designers*, New Riders 2009

Tidwell, Jennifer *Designing Interfaces: Patterns for Effective Interaction Design* O'Reilly 2005

Weinmann, Lynda and William Weinmann. *Creative HTML Design.2 (2nd Edition)*. Indianapolis, IN: New Riders Publishing, 2001

Weinmann, Lynda *Designing Web Graphics* New Riders 2003

Wenz, Christian *HTML5 and CSS3 Developer's Phrasebook* Addison-Wesley 2012

Whitehead, Paul *HTML: Your Visual Blueprint for Designing Web Pages with HTML, CSS and HTML* Wiley 2005

Williams, Robin *Web Design Workshop* Peachprint 2002

Wroblewski, Luke *Mobile first* A Book Apart 2011

Wroblewski, Luke *Site-Seeing: A Visual Approach to Web Usability* Wiley 2002

Wyke-Smith, Charles *Codin' for the Web* New Riders 2006

Wyke-Smith, Charles *CSS with CWS Web page structure and presentation* New Riders 2008

Zeldman, Jeffrey *Taking Your Talent to the Web* Peachpit 2001

X MATERIALS

No special materials are required for this course beyond those required for note taking.

XI COSTS

Beyond the suggested books, the only costs will be for backup media. blank CDs or a memory "key" is convenient and recommended with a cost between \$10 and \$30. CD-ROM and DVD burners are available. Media costs between a few cents to a few dollars each.

XII AMERICANS WITH DISABILITIES ACT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room 126 of the Koldus Building, or call 845-1637.

XII. AGGIE HONOR CODE

“An Aggie does not lie, cheat or steal or tolerate those who do”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System. For additional information please visit: www.tamu.edu/aggiehonor/.

“On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”