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INSTRUCTOR

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Office hours: immediately before class or by appointment.

COURSE DESCRIPTION

DES 3205. Web and Application Design. Units: 3

Semester Prerequisite: DES 1100, DES 1110, DES 1125, DES 2600, DES 2005, DES 2405, enrollment preference to students in the BFA in Design or BS in Design

Integration of research, analysis, and technical skills to design effective, compelling digital experiences across different mobile platforms, the web, and the Internet of Things. Appropriate and current industry-standard applications will be applied. Two hours of discussion and two hours of activity. Materials fee required.

COURSE OBJECTIVES

This course is designed to give the student experience in developing User Interface (UI) and User Experience (UX) for web based visual communication. Although acknowledging the role and importance of back-end web development, this course focuses on front-end visual representation and organization of content.

The weight of grading in this class is on creativity and concept rather than software proficiency, which is expected to be at an intermediate level for this course.

More specifically we will focus on three major points:

- Understand the role of web design in visual communication.
- Learn problem solving concepts as they relate to the message of visual communication.
- Learn how to evaluate design concept as it relates to the message being delivered.

These theoretical elements of design are the main objective of this course. They are the fundamentals that you will apply to subsequent studies in the field of design.

We will also focus on some of the practical elements of design like distribution and production methods, which today relies heavily on the understanding of computers and communication devices.

We will not delve into the extensive realm of computer programming, data base management or internet security, but these are very important considerations.

The designer's job is to develop a robust User Interface (UI) and User Experience (UX) that connects the needs of the client and the needs of the user.

SUPPLIES, EQUIPMENT & SOFTWARE

The student must have access to a computer which has the Adobe Creative Cloud.

The Adobe suite is available to CSUSB students. It can be [downloaded from the ITS website](#).

The Visual Resources Center also has computers and resources for students to use outside of the classroom.

All students must have a valid Coyote e-mail account through which all class correspondents will take place. Additionally access to the CSUSB Google drive is required.

All web designs will be produced using the [free online publisher WIX](#). This software contains all the elements needed to create and publish robust web interfaces and is very intuitive.

COURSE REQUIREMENTS

This course will require the use and understanding of several software programs from the Adobe Creative Cloud.

The required programs are, InDesign, Acrobat Pro, and the free template-driven website editor, [WIX](#).

You must create a [Wix account](#) and all projects must be published.

Projects will be submitted as a PDF Abstract and a published web site. An intermediate understanding of the software is required to produce them.

Students must complete all assignments to be submitted by the deadline, in proper format, to be accepted. There are no exceptions.

All files will be submitted on the shared class Google folder.

ENROLLMENT CREDIT

In order to receive credit for this course, students must be enrolled by census date. Enrollment after Census Date will not be considered for any reason. No student can drop after Census Date without approval from the dean of the College of Arts & Letters. The academic calendar and other important academic information can be found on the web at:

<https://www.csusb.edu/registrar> or

<https://academicscheduling.csusb.edu>

<https://www.csusb.edu/registrar/important-dates>

COURSE CALENDAR AND INFORMATION

Project descriptions and calendars will be made available as they arise. They will be available in the shared Google Drive folder.

COURSE STRUCTURE

This course is an online course and will be conducted through Zoom. The invite will be sent to your CSUSB Coyote email account.

Course lecture recordings can be reviewed on YouTube, The link will be sent to your CSUSB Coyote email account.

Documents and content will be available in the shared Google Drive folder.

Each project will have a critique.

The projects submitted for critique must be relatively complete so that commentary can be useful for the finished project.

Description and example videos will be available in YouTube and links will be provided for access.

GRADING RUBRIC

There are three projects for this course. 2 redesign projects, and the third project is a personal website that will display your design work and should be a portfolio of your work

Each project will require an abstract which is graded separately from the published website.

The following is the break-down of the final grade. Each project will have it's own grading rubric according to specific objectives outlined in the provided descriptions.

75% –Quality and concept of projects.

15%– Critiques

10%– Attendance.

Department mission statement

The Department of Art & Design strives to inspire creativity and innovation through artistic and intellectual inquiry. We educate both majors and non-majors to develop future artists, designers, scholars, patrons and educators into innovative thinkers, creative problem solvers, compassionate human beings and life-long learners.

If you have special needs or requirements to participate in this course, notify the instructor immediately so that proper accommodations can be made for you.

Important CSUSB links

These links are important not only for this class, but all your others as well. It is your responsibility to know the important dates for all of your classes.

Academic Scheduling has information on finals schedules, class meeting times and course information.

Academic Scheduling - <http://academicscheduling.csusb.edu>

MyCoyote - <https://my.csusb.edu/default/mycoyote/index>

<https://www.csusb.edu/academic-scheduling/final-exam-schedule>

<https://www.csusb.edu/academic-programs/academic-calendars>

Writing Center- <https://www.csusb.edu/writing-center>

<https://www.csusb.edu/writing-center/students/online-tutoring>

<https://www.csusb.edu/writing-center/resources>

CSUSB Library- <https://www.csusb.edu/library>

Center for Digital Media-tutoring etc -<https://www.csusb.edu/here-to-career/activities/develop-center-digital-media>

Department resources- <https://www.csusb.edu/art/forms-and-resources>

Important dates

All the important dates for this quarter and the entire year can be found on the website of the Office of the Registrar.

<https://www.csusb.edu/registrar/important-dates>

PROJECT

For this class, you will be required to submit a concise abstract detailing your concept for each project.

The abstract and the website are graded separately

In the abstract you briefly describe and visually present your creative direction for review.

Imagine this as a preliminary report that may be given to a client for concept approval. Anyone should be able to pick up this abstract and understand, quite clearly, your concepts and see a visual representation of those concepts.

OBJECTIVES

Abstracts facilitate the creative design process in a number of ways. In this class we will focus on three key points.

- For the student, it outlines the creative direction of the project.
- For the client it provides assurances that their objectives are met.
- For other stakeholders, it presents an outline for assessment.

EBOOK READING ASSIGNMENT (AVAILABLE AT PFAU LIBRARY)

User Experience Mapping, By: Peter W. Szabo
Read the chapter; Wireflows - Plan Your Product

WEB SITES TO STUDY

How to make a wireflow:

<https://www.nngroup.com/articles/wireflows/>

Also watch the three videos.

<https://www.nngroup.com/videos/grid-layouts>

<https://www.nngroup.com/videos/how-test-visual-design>

<https://www.nngroup.com/videos/less-is-more>

TEMPLATES AND REQUIRED ELEMENTS

InDesign is an Adobe publishing program. Although it is a very complex program, we will only utilize a small portion of it. It is of utmost importance that you learn the basic skills of InDesign in order to succeed in this course.

A template of the abstract will be provided and you are not required to change the design or style sheets, but as a designer you should be able to enhance and personalize the design.

The template has page heads, paragraph styles, object styles, frames for images and color, as well as sample text. It also contains an extensive paragraph style sheet that generates a table of contents and PDF bookmarks, which are a critical components. **You should only modify these if you have advanced proficiency using InDesign.**

Make sure that you are very familiar with the InDesign program. If you are not, you will struggle with this project.

Complete the Adobe tutorials outlined below and you should have a good grasp of the basics.

Additionally there are tutorial videos on YouTube that go over each section of the template and how to add and modify content.

<https://youtube.com/playlist?list=PLdcs59m0UtDeCuPsu9lkk3YsD4CZoIcEX>

ADOBE TUTORIALS

Tutorials on the Adobe site will help you gain proficiency.

<https://helpx.adobe.com/creative-cloud/tutorials-explore.html>

The tutorial has 10 sections that are very good in illustrating the specific capabilities of the program.

<https://helpx.adobe.com/indesign/how-to/get-started-indesign.html>

ABSTRACT STRUCTURE

The abstract has many different sections.

The **design brief** is a written essay outlining your objectives. The template has guidelines for the content. The text should be between 300-500 words..

Next is the **persona**. In this section you present a stereotypical description of the perceived target audience. It includes many aspects of their character & gives us a good idea of their preferences and personality. Use [Xtensio](#) for a template.

The **mood board** focuses on aesthetic elements, it is a collage of images that provide the viewer a clear idea of creative look and feel. It includes elements that present visual cues to the theme, style and message of the site. This should include but not limited to, pictures, texture, words, color, pattern and layout.

Typography and color presents all the variations of typography that will be utilized. This section must include the standard web hierarchy of type classification and have at least three sizes. I recommend using [Google fonts](#) for your projects. They are very accessible and work well integrating with the WIX platform.

Many corporations maintain very specific color palettes for effective branding. This page provides the viewer a simple color palette constructed from the Pantone solid coated color library, which are a design industry standard.

The **wire frame** allows a visual hierarchy of pages to be established within the site and a layout of content. It outlines the navigation of the site (UX). These can be expanded to two pages but try to keep the diagram on one page

These next few pages are strictly showing the comparison of before and after. The **original site** should be a screen shot of the existing web site with an operational link to the current site.

The **redesign page** will be added last and shows the home page as it appears after the re-design. Both desktop and mobile versions should be included as well as the working URL to the redesigned site.

SUBMITTAL

The final abstract will be submitted as a multi-page digital PDF.

The PDF must be exported from InDesign with the "smallest file size" setting. Additionally you must include bookmarks and hyperlinks. This setting provides for the inclusion of bookmarks and an interactive table contents in the final document.

The PDF must open to the contents page with bookmarks visible (which is a file properties setting) and an interactive contents.

You must also add a bookmark for the contents page.

The PDF must be named:

"Lastname-Des 3205-projectX-abstract.pdf"

GRADING

The following is the criteria for evaluating the abstract.

- | | |
|---------|--|
| 10 pts | PDF named and formatted properly |
| 10 pts | opens with bookmarks and contents visible |
| 10 pts | contents are accurate and interactive |
| 10 pts | design brief is complete and well written |
| 10 pts | persona, complete and clearly defined |
| 10 pts | mood board well designed, reflects your concepts |
| 10 pts | typefaces displayed properly and clearly defined |
| 10 pts | colors are properly selected and named |
| 10 pts | wire frame complete and accurate |
| 10 pts | before and after screen shots with active links. |
| 100 pts | TOTAL |

PROJECT

The subject of Project 1 is the California Theatre of Performing Arts in San Bernardino, CA. <http://www.californiatheatre.net>

Redesign the website using the online web publishing site, [WIX](#). The website must be published and accessible from any web browser and mobile device.

You must also create an abstract that outlines your objectives for this project and redesign the site to reflect those objectives. Directions for the abstract and grading criteria are included in the class syllabus PDF.

The web site and the abstract are graded separately.

OBJECTIVE

Create a User Interface (UI) which reflects a very specific message outlined in the abstract.

Design a User Experience (UX) that improves the function and useability of an existing site .

Develop an understanding the importance of information organization in web design.

PARAMETERS AND REQUIRED ELEMENTS

You must create an account with [Wix](#). You can link it to any email, but I suggest you use your Coyote email.

Pick a template to modify. Don't worry if someone else picks the same template. You will modify it to your needs which will always result in differing outcomes.

Here are a few categories that can be a good starting point. Pick one that is simple and easy to work with. Make the project manageable.

You will see in the instructional videos that I have selected a specific template to modify.

I have selected the [WIX template](#) that you should utilize for the first project. Use the one named Cypher City.

The objective is to modify the template to meet the needs outlined in your abstract.

The solution to this project should be a response to the shortcomings in UI and UX of the current website.

Those issues and your solutions must be presented in an abstract as outlined in the Abstract Description.

All of the current content must be incorporated into the new design. You can add new content or features if they improve or enhance the site.

The site design should reflect the objectives outlined in the design brief portion of the abstract.

The website must be published and accessible from any web browser and must hold its integrity and navigational priorities in the mobile version.

The URL must be "lastname-des3205-p1."

REFERENCES TO STUDY

Good website for overall survey of web design:

<https://www.smashingmagazine.com/2018/02/comprehensive-guide-ui-design/>

Good book for overall survey of composition:

Elements of Graphic Design, by Alex W. White, section 2, Unity.

It is available online through the [PfaU Library](#) and ProQuest, E Book Central.

HELPFUL WIX RESOURCES.

<https://www.wix.com>

<https://www.wix.com/website/templates>

<https://www.wix.com/website/templates/html/events/venues>

<https://www.wix.com/website/templates/html/creative-arts/performing-arts>

<https://www.wix.com/website/templates/html/music/music-industry>

TUTORIALS FOR SUPPORT

InDesign support for tutorials:

<https://helpx.adobe.com/indesign/tutorials.html>

Videos describing some of the features of the Wix editor and how to modify them can be found on my YouTube channel.

<https://youtube.com/playlist?list=PLdcs59m0UtDfpA7KsF2H7z6sCN8Rjwq2v>

Additionally there are tutorial videos on YouTube that go over each section of the abstract template and how to add and modify content.

<https://youtube.com/playlist?list=PLdcs59m0UtDeCuPsu9Ik3YsD4CZoICEX>

SUBMITTAL

Project 1 must be created in the WIX online editor. It must be published and the URL must be a hyperlink in the abstract.

The abstract must be named; "Lastname-Des 3205-Project 1-abstract.pdf."

Your finished abstract will be submitted on the Google drive shared class folder in the "Project 1 SUBMIT" folder.

GRADING CRITERIA

The following will be used as the criteria for evaluating the assignment.

- 20 pts Site published correctly
- 10 pts All information from original site is utilized
- 10 pts Utilizes unique elements specifically for the site.
- 20 pts Design reflects parameters of the abstract
- 20 pts Design incorporates effective information organization.
- 20 pts Maintains integrity through mobile version
- 100 pts TOTAL

PROJECT

Select one of the sites below for a redesign.

<https://www.mrsolsonselefse.com/>

<http://www.gerrardsmarket.com/>

<https://redlands-art.org/>

<https://www.milehighoaks.com/>

<https://www.hanna-cpa.com/home>

<https://www.lulubellesmountainbakery.com/>

<https://alpinevillagecenter.com/>

<https://www.joelbicklerdds.com/>

<https://www.copperq.com/>

<http://chainsrequiredbikeshop.com/>

<http://www.redlandsguitarshop.com/home.html>

<https://drelliswong.com/>

<https://patrickgarciadds.com/>

<http://www.doucett.com/>

The redesigned site must have at least 4 pages of content.

Redesign the website using the online web editor, [WIX](#).

The website must be published and accessible from any web browser and mobile device.

You must also create an abstract that outlines your objectives for this project and redesign the site to reflect those objectives.

Directions for the abstract and grading criteria are included in a separate description PDF.

The web site and the abstract are graded separately.

OBJECTIVES

Through practical planning and template based web editing programs, investigate the role of information organization and aesthetics in the process of web design.

Interpret existing content to build a working prototype that reflects a design appropriate for specific audience solutions.

Emphasizes the aesthetic of User Interface (UI), and investigation of the interactive nature of User Experience (UX).

User Interface (UI) is a visual representation of content.

User Experience (UX) is a product of choice/consequence.

PARAMETERS AND REQUIRED ELEMENTS

The project should be generated from the short comings or issues of the particular site you choose to redesign.

Any omission of original content or replacement of content must be accompanied by supporting rationale.

The web site must contain at least 4 distinct pages of navigation.

The site design should reflect the objectives outlined in the design brief portion of the project abstract.

You must complete the SEO plan on your dashboard under the "Get found on Google" block.

Review the intro to SEO video on the WIX tutorial site.

<https://www.wix.com/learn/tutorial/seo/intro-to-seo>

The URL must be "lastname-des3205-p2."

REFERENCES TO STUDY

Good website for overall survey of web design:

<https://www.smashingmagazine.com/2018/02/comprehensive-guide-ui-design/>

<https://www.smashingmagazine.com/2018/02/comprehensive-guide-user-experience-design/>

Good book for overall survey of composition:

Elements of Graphic Design, by Alex W. White, section 2, Unity.

It is available online through the [Pfau Library](#) and ProQuest, E Book Central.

HELPFUL WIX RESOURCES.

<https://www.wix.com>

<https://www.wix.com/website/templates>

<https://www.wix.com/website/templates/html/events/venues>

<https://www.wix.com/website/templates/html/creative-arts/performing-arts>

<https://www.wix.com/website/templates/html/music/music-industry>

TUTORIALS FOR SUPPORT

InDesign support for tutorials:

<https://helpx.adobe.com/indesign/tutorials.html>

Videos describing some of the features of the Wix editor and how to modify them can be found on my YouTube channel.

<https://youtube.com/playlist?list=PLdcs59m0UtDfpA7KsF2H7z6sCN8Rjwq2v>

Additionally there are tutorial videos on YouTube that go over each section of the abstract template and how to add and modify content.

<https://youtube.com/playlist?list=PLdcs59m0UtDeCuPsu9lkk3YsD4CZoICEX>

SUBMITTAL

Project 2 must be created in the WIX online editor. It must be published and the URL (yourname/Des3205-s24-p2) must be a hyperlink in the abstract.

The abstract must be named, "Lastname-Des 3205-Project 2-abstract.pdf."

Your finished abstract will be submitted on the Google drive shared class folder in the "Project 2 SUBMIT" folder.

GRADING CRITERIA

The following will be used as the criteria for evaluating the assignment.

- | | |
|---------|---|
| 10 pts | Site published correctly |
| 10 pts | All information from original site is utilized |
| 10 pts | Utilizes unique elements specifically for the site. |
| 20 pts | Design reflects parameters of the abstract |
| 20 pts | Design incorporates effective information organization. |
| 20 pts | Maintains integrity through mobile version |
| 10 pts | SEO completed properly. |
| 100 pts | TOTAL |

PROJECT

Using the WIX online program, create a web site that presents your work to potential clients or employers.

OBJECTIVES

To create a personal web site that showcases the student work to aid them in seeking a professional career.

Develop presentation skills for complex, and at times abstract, design concepts.

PARAMETERS, CONTENT & REQUIRED ELEMENTS

You must complete an abstract as with previous projects.

You must research and identify a specific job or career you want to obtain and design your project with that goal in mind.

This can be any type of design position, video, illustration, web, or traditional design.

A PDF of your current resume must be included.

The site must have your name prominently displayed as well as appropriate contact information.

The site must include the two sites created for this class as well as at least 10 additional projects..

You must complete a WIX SEO wizard of the site.

The WIX editor has a very robust features that will help you maximize the search results for your page.

The URL must have your name in the title.

Except the Home page, each page of the site should appear:

“Website name | menu name”

Look at the following WIX support page for directions.

<https://support.wix.com/en/article/adding-seo-page-titles-and-descriptions-meta-tags>

and to run the WIX SEO wizard go here after logging in:

<https://www.wix.com/dashboard/f936d30d-46d3-4c06-90d7-54636b525ba6/promote-seo/welcome>

REFERENCES TO STUDY

Good website for overall survey of web design:

<https://www.smashingmagazine.com/2018/02/comprehensive-guide-ui-design/>

<https://www.smashingmagazine.com/2018/02/comprehensive-guide-user-experience-design/>

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<https://www.wix.com/website/templates/html/creative-arts/performing-arts>

<https://www.wix.com/website/templates/html/music/music-industry>

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<https://helpx.adobe.com/indesign/tutorials.html>

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<https://youtube.com/playlist?list=PLdcs59m0UtDfpA7KsF2H7z6sCN8Rjwq2v>

Additionally there are tutorial videos on YouTube that go over each section of the abstract template and how to add and modify content.

<https://youtube.com/playlist?list=PLdcs59m0UtDeCuPsu9lkk3YsD4CZoICEX>

SUBMITTAL

Project 3 must be created in the WIX online editor. It must be published and the URL must be a hyperlink in the abstract.

The abstract must be named,
“Lastname-Des 3205-Project 3-abstract.pdf.”

The website must be named,
“https://lastname.wixsite.com/portfolio.”

Your finished abstract will be submitted on the Google drive shared class folder in the “Project 3 SUBMIT” folder.

GRADING CRITERIA

The following will be used as the criteria for evaluating the assignment.

10 pts	Site published, URL named properly
10 pts	SEO properly applied, unique home page title tag
10 pts	Utilizes unique elements specifically for the site
20 pts	Design reflects parameters of the abstract
20 pts	Design incorporates effective information organization
10 pts	Maintains integrity through mobile version
10 pts	Resume included and formatted properly
10 pts	12 projects included
100 pts	TOTAL