CVC302 - DESIGN FOR THE WEB

Course Title	**DESIGN FOR THE WEB**				
Course Code	**CVC 302**				
Course Type	Required				
Level	Bachelor				
Year / Semester	3rd Year / 6th Semester				
Teacher's Name	Christos Andreou, Iasonas Iasonos				
ECTS	6	Lectures / week		Laboratories / week	3
Course Purpose	The course aims to: • Provide with the knowledge and skills to utilize the appropriate tools in order to manage certain projects efficiently and creatively. • To organise manage and disrtibute informatiion and other content via the internet • Provide with the fundamental knowledge and technical capability to prepare and produce the appropiate visual and other material for the mediums to be intented. • Provide with the ability to competently use appropriate media and resources, gain technical awareness and develop a combination of skills acquired to create and prepare visual imagery for the screen. • To use the web in order to promote various concepts or oneself				

Learning Outcomes	• Upon completion of the course students should be able to: • Identify and describe various creative methods & production techniques in order to produce, plan, organize and design real life web projects • Integrate sketchbook development/experimentation and produce final work such as digital imagery, video and motion graphics content ready for distribution for the web. • Employ technical knowledge that involves designing, developing, forwarding creative material to the final production line and understanding the complexity of issues when designing for the web. • Develop and convert various sketches, work in progress and final work to different color systems and formats appropriate to the medium to be reproduced on. • Employ web development tools and open-source Content Management System (CMS) platforms in order to create a website or blog and manage digital content • Assess project work development through comments and discussions on a group presentation.

Prerequisites	CVC 208	Corequisites	-

Course Content	1. **The use of web design as a means of communication:** Introduction to the advancements and complexities of web design as a medium for communication and how is used within the constraints of current day web functionality 2. **Production for screen media:** Introduction to various image production methods through a series of workshops & multimedia presentations with emphasis on the complexities and richness of producing and designing material for screen and the web.

	3. **Fundamentals of the web development:** Students will be introduced to the fundamentals of web development which covers the HTML (Website Structure), CSS (Website Design) and Bootstrap (Responsive Design).
	4. **CMS(Content Management Systems) Platforms:** Students will be introduced, familiarized and interact with an open source Content Management System (CMS) platform that will be used to create a website or blog and manage digital content.
Teaching Methodology	**Designing & Organising material for the Web** Lectures, demonstrations and screenings together with detailed critical and technical analysis at each stage of the creative process, engaging the students in the practice of organising, developing and creating imagery for the web. Students are encouraged to research under the guidance of their tutor, aiming towards independent learning/knowhow, focusing to prepare the students for real life scenarios. Student centered practical work, personal research, realisation and manipulation in project work. Visual research and reading/viewing list. Online examples & slide/video screenings. **Illustrated lectures, Visual presentations, practical workshops,** Illustrated lectures & workshops with emphasis on CMS (Content Management Systems) website design basics and principles. Analyzing visual examples through discussion and demonstrations in which the information imparted is put into practice. Screenings are used in order of analyzing found material and understanding how they were created and produced as part of the learning process. These processes aim at helping students develop technical skills and personal aesthetics. Practical workshops introduce methodologies of effective use of various web page tools (builders) and plug-ins. Through in-class practical design

	workshops and their research analysis, students are encouraged to experiment and expand their creative vision within the technical boundaries of the medium.
	Evaluation & Skills
	Development and production of given project week by week as a method of practicing techniques and gaining skills. Group critiques provide opportunities for students to share specific opinions, information and skills as well as discussing and evaluating the outcomes of project work and assignments.
Bibliography	**Book References** • Krug, S. (2005) *Don't make me think: A Common Sense Approach to Web Usability*, New Riders Press. • McNeil, P. (2010) *The Web Designer's Idea Book*, How. • Morville, P. (2006) *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites*, O'Reilly Media. • Pipes, A. (2011) *How to Design Websites*, Laurence King Publishers. **Online Material** • http://www.webbyawards.com International website honoring excellence on the Internet including websites, interactive advertising and online film and video. • http://www.iacaward.org Internet Advertising Competition (IAC) Awards that produced by the Web Marketing Association to honor excellence in online advertising. • http://www.w3schools.com **"***THE WORLD'S LARGEST WEB DEVELOPER SITE*" **Magazines** Etapes, Creative Review, IdN, +design, Computer arts.

Assessment	Overall, the course is evaluated as follows:
	
	• **Final Assessment 34%**
	
	- Design Intelligence 40%,
	
	- Research and Methodology 20%,
	
	- Experimentation and Analysis 20%,
	
	- Time management and Presentation 20%
	• **Course work 66%**
	  Interim Critique 33%
	  Final Critique 33%
	
	Students will be assessed on their ability to demonstrate their knowledge on the technical part on the digital design principles of designing screen-based material in order to achieve an aesthetically correct and effective outcome. Further students will be assessed on the quality of the individual work they had undertaken and the way their research and analytical skills combine together for the completion of the project.
	
	The Final Assessment is individual and it's carried out at the end of the semester as a final presentation of all projects before a panel of program tutors.
	
	Special attention is given to the students' development over the semester period. Emphasis is also given to the quality of presentation both on an oral as well as a visual basis through the evaluation of the students own work and how it's presented to all the teaching staff. The final grade will be the result of all the assessment criteria mentioned above.
	
	Class participation is also taken into consideration due to the nature of the course. The in-class procedure is vital for each student for the completion of each project in order to complete the project requirements through the exercise process and the personal tutorials that take place several times during each project.
	
	Assessment Criteria for each one of the projects are:
	• Knowledge and Understanding - 20%
	• Class Participation -10%
	• Research and Analytical Skills - 20%

	• Design Intelligence, production competency and solution - 40% • Presentation and Communication -10%
Language	English