

**Web Design II**  
**VCAD 401 • Fall 2009**  
**Tues-Thurs 5:30pm—8:20pm**  
**Harris Hall 225**

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804 524-5455 (office) • Harris Hall 216D

Office Hours:  
Mon-Wed: 12:00-1:00pm  
Tues-Thurs: 12:00-2:00pm

**other important dates**

- o 23 last day to withdraw with a [w]
- o 12-13 fall break
- n 26-29 thanksgiving break
- n 30 classes end
- d 1 reading day

**grading scale**

100-93	[A]	92-90	[A-]
89-87	[B+]	86-83	[B]
82-80	[B-]	79-77	[C+]
76-73	[C]	72-70	[C-]
69-67	[D+]	66-63	[D]
62-60	[D-]	59->	[F]

**Definition**

“plagiarism: the act of plagiarizing; taking someone’s words or ideas as if they were your own; a piece of writing that has been copied from someone else and is presented as being your own work.”

<http://wordnetweb.princeton.edu>

“plagiarize: to steal and pass off (the ideas or words of another) as one’s own : use (another’s production) without crediting the source  
intransitive verb: to commit literary theft : present as new and original an idea or product derived from an existing source.”

<http://www.merriamwebster.com>

**required materials**

a dedicated sketchbook for this course  
a dedicated 3 ring binder  
2GB or larger jump drive  
Adobe CS4 software (provided on lab computers)  
Xacto knife, extra blades, studio tack adhesive or 3M roll adhesive, 15 - 15x20 pre-cut black presentation board.

**required text (you MUST purchase these books, NO EXCEPTIONS)**

- *Bulletproof Web Design* Dan Cederholm
- *Ways of Seeing* by John Berger

[failure to purchase books will result in a severe reduction in the final grade]

**Syllabus**

**overview**

This course is conducted as a professional design studio. Solutions to problems will be supplied; these evolve from your process and can only be realized through dedication, independence, and motivation. The studio will be supplemented with lectures, presentations, demonstrations, group critiques, and in-class exercises.

**course objectives**

- engage students in a team-oriented experience
- definition, planning, design and production of a medium-to largescale interactive project
- convey the distinction between designing objects and designing experiences
- challenge students to analyze and synthesize the relevant aspects of meaningful human interactions in the networked economy
- relationships of physical, cognitive/emotional, social and cultural dimension of interactions
- relationships of interactions to commerce, learning, work and community
- explore the technological mediation of experience in terms of representing, simulating, visualizing and transforming
- convey the importance of centering projects around users’ experiences, not around designers’ expressions
- engage students in projects demanding the structuring of content across time
- engage students in projects that require managing complexity, especially those for which there are many possible hierarchies among information components

**student objectives**

- active participation
- group discussion and design process reviews
- discussions concerning reading assignments
- individual conversations regarding your own work
- development of projects

**evaluations**

Your final grade in this course will be determined by your active participation in class and your ability to effectively solve the problems given. This will be evaluated with three criteria in mind: process; realization and professionalism.

• projects/tests	40%
• notebook/sketchbook	25%
• Berger book	25%
• professionalism	10%

**attendance**

This class will adhere to the Department of Music, Art & Design attendance policy. If you are going to be absent from class, please contact me directly. **Do not** contact the art & design office. You are allowed two (2) absences from this class during the entire semester Two (4) tardies [over ten (10) minutes late or leaving class early] are equal to one (1) absence. Any subsequent absences will result in a reduction of one (1) letter grade per occurrence. Excessive absences or tardiness will result in removal from the class.

**Affirmative Action/Equal Opportunity Policy**

Virginia State University does not discriminate against employees, students, or applicants on the basis of race, color, sex, disability, age, religion, national origin, or political affiliation.

If you have a disability that may or may not affect your performance in this class, please see me individually to discuss.