

## **Web Production, Design, Art**

<http://dms420.critical-netcultures.net>

Trebor Scholz, DMS, SUNY at Buffalo

Instructor's URL: <http://molodiez.org>

Registration #: 488917

Section: SC

Credits: 4.00 credits

Days, Time: T R, 2:00 PM - 3:50 PM

Room: 244 CFA

Location: North Campus

Capacity: 15 seats

### **\* Course Descriptions:**

We are currently living in a unique historical period. Over the past ten years compelling artwork for the internet and the web has been created. Most forms of cultural production and distribution are becoming based on computer technologies. The internet itself is now understood as an artistic and design medium that delivers sound, images, text and the moving image. This lab course will give an overview of the wide range of net art practices and introduce students to web production, and design. The course will begin by introducing Hypertext Markup Language and then, with a firm understanding of HTML move on to Dreamweaver, Fireworks and open source tools. Technical lessons will alternate with discussions of political and cultural issues in digital media. Collaboratively and individually students will learn to problem solve and create simple, cohesive websites with clear mapping, and consistent navigation. Graduating seniors will design a personal portfolio site that includes work in digital and non-digital media; everyone else will design a website for a Buffalo-based non-profit organization. This is as much a digital art course as it is a software how-to course. Students are expected to devote considerable time outside of class to get an in-depth grasp of the concepts and software.

### **\* Methods of Instruction:**

The 30 sessions combine lectures, screenings/ viewings, technical and critical readings, visitor presentations, required readings, in-class work, and discussions.

**\* Per week between 4 to 6 hours of outside-class work are expected.**

### **Upon successful completion of this course students will have demonstrated:**

- \* an understanding of the language, social, and conceptual concerns of digital media for commercial contexts, art, and political statement
- \* a sense of putting ideas first, and connecting creative ideas to the materials and tools you use
- \* the ability to manage commercial web projects

- \* the ability to independently and as a team, gain skills using the knowledge commons online
- \* knowledge of HTML, CSS, web authoring applications
- \* a heightened social and cultural awareness
- \* Students will have created a completely hand-coded site using HTML; one HTML/Photoshop/Illustrator site that will require CSS (a form, audio and frames are optional), and the site for an artist.

**Software:** Dreamweaver, Fireworks, Imageready, Photoshop  
**Hardware:** Mac

**Materials:**

CDRWs will be given to you, however I also recommend USB key from \$29.95 at Apple Store

**Methods of Instruction:**

The 30 sessions combine lectures, screenings/ viewings, technical and critical readings, visitor presentations, required readings, in-class work, and discussions.

**Prerequisites:** DMS 419

**Upon completion of this course students are recommended to take:**

- \* "Database Art for the Web" (Fall 05)

**Week1: Overview**

**Day 1 [Tues Jan 18]:**

- \* Reading: Syllabus
- \* Present: Overview
- \* Activity:
  - o About you
  - o Syllabus
    - + This syllabus is subject to change, check weekly
  - o Required book pick up (Talking Leaves Bookstore, Main Street)
  - o USB key
  - o Image log
  - o Use Open Source Software, Free Software
    - + NVU
      - # Gimp
        - \* Openoffice or NeoOffice
      - o Cmap
        - + Fetch
      - # Browsers

Talking Leaves Bookstore  
3158 Main Street  
Phone (716) 837-8554.  
tleaves@tleavesbooks.com

**Required Text Book:**

Green, R. (2004). Internet Art. 1st Edition London: Thames & Hudson.

**Recommended Text Books:**

Paul, C. (2003). Digital Art. 1st Edition London: Thames & Hudson.

Stallabrass, J. (2003). Internet Art. The Online Clash of Culture and Commerce . 1st Edition London: Tate Publishing.

Deep Sites. Intelligent Innovation in Contemporary Web Design by Max Bruinsma, publ. by Thames and Hudson

**Introduction**

**Day 2 [Thurs Jan 20]:**

- \* Reading: none
- \* Present:
  - o Brief History of the Internet
  - o WWW
  - o Http
  - o Html
  - o Domain names
  - o URL
  - o Browsers
  
- \* Activity:

**Week 2: Hand Coding Html**

**Day 1 [Tues Jan 25]:**

- \* Reading: None
- \* Present:
  - o Basic Html, Lists, Images, Tables, Font and Text Formatting
  
- \* Activity:
  - o In-class assignment # 1 (due week 3, Tuesday)
  - + Re-create screenshot as website

This section only | References/ Recommended Reading (3)  
Cascading Style Sheets (CSS)

### **Day 2 [Thurs Jan 27]:**

- \* Reading: None
- \* Present: CSS, Graphics for the Web
- \* Activity:
  - o Designing with external css style sheets
  - o Saving for the Web
  
- \* Resources: See references
  
- \* Assignment: Due week 4, Thursday
  - o Read "Internet Art" p8-30
  - + Prepare a presentation of two projects out of this chapter that you were interested in
- # 5 presenters

### **Week 3: Graphics, Search Engines**

#### **Day 1 [Tues Feb 1]:**

- \* Reading: Search Engine Submission
- \* Present:
  - o Illustrator, Imageready
  - o Getting your site listed
  - + Google
- \* Activity:
  - o Create your own web graphics in Adobe Illustrator

### **Freelancing as Interactive Design for the WWW**

#### **Day 2 [Thurs Feb 3]:**

- \* Reading: none
- \* Present:
  - o Guest Presenter Stephanie Rothenberg
  - + Create a self-identity
  - # Translate your self-identity across media
  - + Portfolios
  - + Write your resume
  - + Business plan
  - + Negotiate a contract
- \* Activity:
  - o Prepare questions for Stephanie

## **Week 4: Overview Dreamweaver**

Day 1 [Tues Feb 8]:

- \* Reading: None
- \* Present: Overview Dreamweaver
- \* Activity:
  - o Design site using templates
  - o Server Side Includes

Working with Templates

Day 2 [Thurs Feb 10]:

Due: Assignment

5 presenters (hand-in your typed notes):

1. \_
2. \_
3. \_
4. \_
5. \_

- \* Reading: none
- \* Present:
  - o Working with Templates in Dreamweaver
- \* Activity:
  - o Working with Templates
- \* Assignment:
  - o In-class assignment # 2 (due week 6, Thursday):
    - + Design of html website with provided content.
      - # Five pages.
      - # Use external style sheets.
      - # Use one template design.
      - # Self-created web graphics in Illustrator.

## **Week 5: Using the Knowledge Commons**

Day 1 [Tues Feb 15]:

- \* Read: None
- \* Present:
  - o Integration of Free/ Open Source Software
- \* Activity:
  - o In pairs of two select php/mysql web application and install it
    - + Source Forge projects

## Web Project Method

Day 2 [Thurs Feb 17]:

- \* Reading:
- \* Present: Web Project Method
  - o Importance of Having a Method
- \* Activity:

### 1. Project Road Map

- \* Phase 1 Preproduction
- \* Phase 2 Production
- \* Phase 3 Maintenance
- \* Phase 4 Evaluation
- \* Team Workflow, Tasks

## **Week 6: Project Clarification**

Day 1 [Tues Feb 22]:

- \* Reading:
- \* Present: Project Clarification
- \* Activity:

### 2. Project Clarification

- \* Discover, Refine, Define
- \* Requirements (Technical, Creative, Content)
- \* Project Brief
- \* Budget, Schedule, Resources

## Solution Definition

Day 2 [Thurs Feb 24]:

- \* Reading:
- \* Present: Solution Definition
- \* Activity:

### 3. Solution Definition

- \* Creative Solution
  - o Brainstorming
- \* Technical Solution
- \* Content Solution
  - o Working with External Content Provider
  - o Importance of Format of Content
  - o Ensure Content is Ready for Web Use

- o Start Content Preparation and Creation Early
- o Define Editorial Procedures and Update Procedures
- \* Project Management Solution

## **Week 7: Project Specification**

Day 1 [Tues March 1]:

- \* Reading:
- \* Present: Project Specification
- \* Activity:

### 4. Project Specification

- \* Contract
- \* Success Criteria

Content

Day 2 [Thurs March 3]:

- \* Reading:
- \* Present: Content
- \* Activity:

### 5. Content

- \* Managing Content Provider
- \* Content Formats
- \* Content Delivery
- \* Asset Management (backup)
- \* Story Boarding

## **Week 8: Design and Construction**

Day 1 [Tues March 8]:

Assignment: due week 10, Thursday

- \* Read "Themes in Internet Art" p119-168
  - o Prepare a presentation of two projects out of this chapter that you were interested in. Hand in your typed notes. 5 presenters

- \* Reading:
- \* Present:
- \* Activity: Design and Construction

### 6. Design and Construction

- \* Meetings
- \* Work Setting
- \* Work in Progress
- \* Sign-Off
- \* Troubleshooting

Continue

Day 2 [Thurs March 10]:

Instructor is part of lecture series at KDMI in Toronto

- \* Continue Work Independently

### **Week 9: SPRING BREAK**

- \* Day 1 [Tues March 15]: Spring Break
- \* Day 2 [Thurs March 17]: Spring Break

### **Week 10:**

Day 1 [Tues March 22]:

- \* Reading:
- \* Present:
- \* Activity:

- \* Assignment: due week 13, Thursday
  - o Read " Art of Networks" p173-206

+ Prepare a presentation of two projects out of this chapter that you were interested in

# Rest of class presents

Day 2 [Thurs March 24]:

Due:

- \* Reading assignment "Themes in Internet Art"
  - o 5 presenters (hand-in your typed notes)
  - 1. \_
  - 2. \_
  - 3. \_
  - 4. \_
  - 5. \_

## **Week 11: Planning Handover**

Day 1 [Tues March 29]:

- \* Reading:
- \* Present: Test, Launch, Handover
- \* Activity:

6. Test, Launch, Handover

- \* Importance of Testing
- \* Types of Testing

Maintenance

Day 2 [Thurs March 31]:

- \* Reading:
- \* Present: Maintenance
- \* Activity:

7. Maintenance

- \* How the site should be maintained

## **Week12: Finish Up**

Day 1 [Tues April 5]:

- \* Read:
- \* Present: Chance to Finish Up
- \* Activity:

Finish Up

Day 2 [Thurs April 7]:

- \* Read:
- \* Present: Blogging
- \* Activity: Add weblog to your website
- \* Resources: See references

## **Week 13: Review, Evaluation**

Day 1 [Tues April 12]:

- \* Read:
- \* Present: Review, Evaluation
- \* Activity:

Pay attention to:

- \* File naming, management, linking conventions
- \* Information design must be clean, no duplication and detritus
- \* Design simple, well-designed portfolio, effective mapping, consistent navigation, and usability

Graphic Design

- \* Your designs should be readable and accessible
- \* Try to be engaging and imaginative
- \* Platform Assumptions
  - o Designs must work on PC and Mac
  - o Design must function across browsers (limited support for CSS)
  - o Consider bandwidth of users

Day 2 [Thurs April 14]:

Due: Reading assignment 3

5 presenters (hand-in your typed notes):

1. \_
2. \_
3. \_
4. \_
5. \_

- \* Reading:
- \* Present:
- \* Activity:

## **Week 14: Portfolio**

Day 1 [Tues April 19]:

- \* Reading:
- \* Present:
- \* Activity: Final Handover

Portfolio

Day 2 [Thurs April 21]:

- \* Reading:
- \* Present:
- \* Activity: Portfolio

### **Week 15: Portfolio**

Day 1 [Tues April 26]:

- \* Reading:
- \* Present:
- \* Activity: Design Personal Portfolio

Final Critique

Day 2 [Thurs April 28]:

- \* Reading:
- \* Present: Final Critique
- \* Activity: Hand in CD with all your projects.

### **Student Work**

Celestino, Andrew Vincent  
Bayer, Patrick John  
Chyou, Stewart Jason  
Dziura, Brett James  
Sladowski, Lynn Marie  
Paoletta, Andrea Lynn  
Lee, Jong-Woo  
Jeon, Alice Young  
Herringshaw, David Kristopher  
Han, Sung Hun  
Arakawa, Sohei  
...

### **Grading, Attendance**

Grading:

- \* First Technical Assignment 10%
- \* Second Technical Assignment 10%
- \* One presentation of 2 projects from book; hand-in of 1 typed page of notes: 20%

\* Final client-focused project: 40%

\* Attendance/ In-Class Participation: 20%

+ Extra credit option: Personal Portfolio Site:  
# half a letter grade

### **Attendance**

\* More than 3 unexcused absences will result in the grade F.

\* Two late arrivals (more than 15 minutes) equal one absence.

Should you miss a class or attend late it is your responsibility to contact your fellow students to catch up on the materials covered in class.

### **Deadlines**

All assignments are due at the beginning of the class indicated.

I will NOT accept late assignments if you have not made arrangements with me prior to class.

### **In-Class Etiquette**

Turn off your cell phones, pagers and ipods before you come to class. If your cell phone or pager goes off during class you may be asked to leave class for that day and you will be marked absent.

Please be respectful during class. If you talk to your friends all class long, play games with your friends, or otherwise act in a way that is disruptive or disrespectful to your fellow classmates or to me, you will be asked to leave the class and you will be marked absent. Repeated behavior of this kind will result in a lower final grade for the course.