

SCHOOL OF FINE ART AND MUSIC
Fall Semester 2017
SART*3480-01
DIGITAL MEDIA III: The Web



INSTRUCTOR: Nestor Kruger
TIME: Monday & Wednesday, 2:30 - 5:20pm
LOCATION: Zavitz Hall, Rm. 318
OFFICE: Zavitz Hall, Rm. 414
EMAIL: krugern@uoguelph.ca
OFFICE HOURS: By appointment

CALENDAR DESCRIPTION:

This course introduces students to key approaches behind the design, development, and delivery of a modern website. Areas of focus may include: composition, HTML, and Cascading Style Sheets (CSS) code, and website integration with social media. Students will work towards creating a fully functional final website to be made available online for public engagement.

Prerequisite(s): SART*2700 or SART*2710

Restriction(s): Registration is limited to students registered in the Art History or Studio Art specializations of the Bachelor of Arts program with an average of 70% in all ARTH and SART course attempts.

COURSE DESCRIPTION:

The objective of this course is to develop a critical understanding of interactive 2D media delivered on the WWW through both an understanding of how this content is created, the unique nature of that content and how it might be experienced by a viewer. Students will develop a basic understanding of HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets) for displaying and designing content for the Web. Through a number of in-class exercises and technical demonstrations students will learn the basic syntax and structure of these web tools and complete a fully functional, multipage website for the course using the web development tool, *Adobe Dreamweaver*. The skills developed in SART*2700/2710 in *Adobe Illustrator* and *Photoshop* will be used to create images and graphical content for the website. Themes and subjects for their websites will be discussed at the beginning of class. A number of readings critically examining the Internet will give students a stronger theoretical and historical grounding in this ubiquitous technological medium. What are the cultural implications in an increasingly hyper-connected world and what are the effects on other forms of culture in a medium that occupies a vast amount of time and energy? In-class discussions to follow the readings.

NOTE: This is a 0.5 credit course. Each week, students are expected to spend approximately 4 – 6 hours outside of class on related course work.

LEARNING OUTCOMES:

- Develop a familiarity with the principles and best practices used in creating content for the World Wide Web
- A stronger understanding of the basic structure and syntax of HTML and CSS for organizing and displaying content on the WWW
- Familiarity and solid grounding in creating websites in the web development program, Adobe Dreamweaver.
- A stronger grasp of the technological history, terms and concepts of the Internet and the contemporary issues facing modern society around this technology.

LAB FEES:

A compulsory materials fee of \$50.00 will be charged for materials provided in support of required course projects. The amount will be invoiced by the Office of the Bursar and paid directly with your tuition payment – no additional payment is necessary. **THE LAB FEE WILL NOT BE REFUNDED AFTER THE THIRD WEEK OF CLASSES.**

Items provided by Lab Fee:

Students will be provided with 15 square feet of small format inkjet paper, for printing storyboards and concept drawings for the In-Class exercises and for their web-based final project.

PLEASE NOTE: Under no circumstances should a student be required to pay any additional monies for supplies needed to complete course assignments – excluding items listed under “Items Provided by the Student”. All supplies are to be paid for using Lab Fee monies. If you are being charged additional monies, please report to Robin McGinnis (rmcginni@uoguelph.ca) in the main office (Zavitz Hall rm. 201) immediately.

METHOD OF EVALUATION:

Final Website: DUE: NOV 01	50%
In-Class Exercises and Readings: (Ongoing Deadlines)	40%
Participation	10%