

SCHOOL OF FINE ART AND MUSIC
Fall Semester 2015
SART*3480-01
WEB DEVELOPMENT AND DESIGN



INSTRUCTOR: Matthew Sharpe
TECHNICIAN: Anna Cox
CLASS TIME Monday & Wednesday, 2:30 – 5:20pm
LOCATION: Zavitz Hall, Rm. 402
OFFICE: Zavitz Hall, Rm 402A
EMAIL: msharpe@uoguelph.ca
OFFICE HOURS: Wednesday, 1:00 - 2:00pm

CALENDAR DESCRIPTION:

This course is an in-depth study of website design, using professional web authoring software. Students will design and create a website which explores a contemporary issue in their art practice.

Prerequisite(s): ARTH*1220, ARTH*1520, SART*1050, SART*1060, (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:

SART*3480 builds on the skills developed in SART*2700/2710 and applies them via the design and development of interactive websites. The objective of this course is to develop a critical understanding of interactive 2D media and the new contexts it creates for traditional practices. Through the creation of their portfolio, students will develop an understanding of new boundaries in art making and the role the internet can play in showcasing their work. Students will have the ability to create a website using software from Adobe's Creative Suite that could be used to: display their work; allow them to network; gain employment; give information about upcoming shows or events.

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 a website
- Foster an understanding of the means by which a website can increase awareness for artists and their work
- Ability to compose a webpage layout that's user-friendly and visually effective

LAB FEE:

A compulsory materials fee of \$50.00 will be charged for materials and services 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.**

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:

Review of Principles and Best Practices (Sep. 30)	10%
Photoshop exercises (Oct. 21).....	20%
Dreamweaver exercises (Nov. 16).....	20%
Final portfolio website (Dec. 9)	50%