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### contact:

#### office hours:

M-F 5p-6p / AC409 or  
AC410

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### recent posts:

Art 301 – FA 14 –  
MIDTERM FILES

Week 7 Friday Art 301

Week 7B – TR

Week 7A TR –  
Assignments!

Week 6 Friday HW

### archives:

Select Month

## syllabus

### Syllabus / ART 201 / Intro to Web Art

course time: mw 8am – 1045am

office hours: tr 2-3p in AC 409/410 – appointment recommended

#### art department mission:

The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as we as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

#### program outcomes:

Communication • Creativity • Critical Thought  
Social Responsibility • Multidisciplinary • Ethical Practice

#### course description:

This course is an introduction to web art and design. In addition to an exposure to the history of the web/internet, the course will cover basic web development tools, terminology and aesthetics. Students will create web pages using current computer web applications. For non-Art majors. (Available for General Education, Lifelong Learning.)

Topics include HTML, interaction, usability, site architecture, file optimization, and website principles and practices. Studio.

#### recommended text:

**Interactive Design: An Introduction to the Theory and Application of User-Centered Design**

**HTML & CSS: Design and Build Websites**

#### course objectives:

student learning outcomes:

1. Research basic website design principles and the reasons for developing a strong website.

2. Apply technology and science through the optimization of images for electronic delivery.
3. Understand industry knowledge when discussing print vs. web design.
4. Demonstrate creativity with the design of a basic website.

program learning outcomes:

1. Apply problem solving in the development of a creative concept of solution.
2. Execute the idea and conduct a final presentation to the client for evaluation.
3. Exhibit high level of design and technical skills in creative and visual messages.
4. Use effective written and oral communication skills through class assignments and discussions.

prerequisites:

NONE.

materials:

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress.

It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

Storage devices (USB Flash Drives, Portable Hard Drive)

Sketchbook

Digital Camera

other materials as needed per project

#### **the computer:**

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

#### **final exam:**

You are required to meet at the posted exam time for this class. Please make a note of it at this time.

#### **attendance:**

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

You get 3 excused absences for the semester.

Any absence beyond this and the instructor can begin to reduce your overall grade by 1/3 grade unit. For example if you are absent 4 times an "A" will become an "A-".

Attendance is mandatory. Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

Projects/Sketches/Comps/Process must be turned in on the specified date. A 50% point deduction will be given for anything late.

I will take attendance during the first 5 minutes of class. If you arrive late, please notify the instructor. If you are late continually it will affect your overall final grade significantly. 4 tardies = 1 absence.

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

An incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

**evaluation:**

Students will be evaluated on the basis of:

- Projects
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Attendance
- Quizzes and written assignments

Feel free to ask me about your grades and attendance totals at any time.

There is a possibility of quizzes and writing assignments during the semester.

Extra credit assignments and projects might be developed as well.

**blogging:**

You will be required to blog once a week on topics related to graphic design. You are also required to comment twice a week on other classmates blogs. The blog will also be used as a tool to post progress so we can critique and have discussions outside of the classroom environment. More details will be discussed in class.

<http://www.blogger.com>

<http://wordpress.com>

**late projects:**

LATE PROJECTS OR STAGES OF PROJECTS WILL RECEIVE 50% CREDIT OF WHAT YOU WOULD HAVE RECEIVED. FOR EXAMPLE, 9 PTS IS NOW 4.5PTS. IF YOU ARE LATE THE DAY OF A FINAL PRESENTATION YOU WILL NOT BE ABLE TO PRESENT YOUR WORK.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is what will be graded. This is a senior level class and there are no exceptions.

A few notes on this on project due dates:

Turning in something on the day it is due is almost always better than turning in nothing at all or turning it in late.

If something is due and you have nothing, show up anyway as participation with others IS PART OF YOUR GRADE.

If you come late the day a final project is due for presentation, you will NOT be able to present your work and you will receive -5 points in the presentation/participation portion of your grade.

definitions of academic honesty:

CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.

FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.

FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

PLAGIARISM is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

miscellaneous:

I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

V. Food and drink are prohibited in computer labs.

VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

VII. Participate in SAGA (Student Advertising Graphics Association) here at CSUN and AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

projects:

There will be four projects in this course and one exercise. The schedule is handed out on a per project basis and is subject to change. You will receive these via email as well as updates and any additional course information. Please forward your CSUN email accounts to your main email account if you do not use it! This is the primary method of communicating with you outside of the classroom.

\*this syllabus is subject to change

## search

## contact:

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## related sites

[viscomcenter.com](http://viscomcenter.com)  
[Art446 Facebook](#)  
[enculture.com](http://enculture.com)

## quicklinks

[art 201 / intro to web art](#)  
[art 446 / packaging design](#)

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office phone:  
818-677-3022

[mindisplay.com](http://mindisplay.com)

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