

Course COAP 3150 Design Principles II

Term Fall I 2008

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Course Description This course covers advanced graphic and design techniques that can be used to produce special effects on Web sites. Special emphasis will be placed on designing for Web marketing, including such techniques as banner advertising, effective navigation and information design. The principles of good commerce design will introduce students to presentation design needed for Web-commerce.

Prerequisites COAP 2150, COAP 3120

Learning Outcomes At the completion of this course this student will be able to:

1. Design a web commerce site
2. Discuss how to choose visual style and match it with the site identity
3. Evaluate web content and demonstrate consistency across a web site
4. Create special graphic effects with a graphic program and use those to personalize a web site
5. Create pages that display critical elements such as speed, usability, consistency
6. Explain the differences between Information Design, Interactive Design, and Presentation Design
7. Be able to explain when proper techniques for testing and revising a site.

Textbook and other Materials Don't Make Me Think! A Common Sense Approach to Web Usability
New Riders Publishing; 2nd Edition (26. August 2005)
ISBN: 0321344758

Grading

Grade Weights

Homework	25%
Quizzes	15%
Mid-term	20%
Final Exam	25%
Project	15%

Grade Scale

A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	60-66%
F	<60%.

Activities

University Policies

Cheating

Any student found cheating on any part of the course work (homework assignment, term paper, quiz, exam, etc.) will automatically be given an "F" for the course. Any student found to be helping another student to cheat will likewise be given an "F" for the course. In each case, the student will also be put on disciplinary probation for the remainder of her or his stay at Webster. If the student is found to have engaged in cheating a second time, s/he will be automatically expelled from the University.

Attendance

Class attendance is obligatory. The instructor will take attendance at each class session and reduce a student's course grade by half a letter grade for each full week of class missed. Any student who misses three or more full weeks of class will automatically be given an "F" for the course.

Course Policies

Weekly Schedule

Week 1	Topics Covered Review of Basic Graphic Techniques Design Process and Project Management Understanding Usability Reading Krug, Chapters 1 & 2
Week 2	Topics Covered Mastering Selections, Masks, and Channels Principles of Good Commerce Design Reading Krug, Chapters 3 & 4 Handouts Quiz
Week 3	Topics Covered Working with Vectors Information Design Reading Krug, Chapters 5 & 6 Handouts Quiz
Week 4	Midterm exam (2 hours, includes everything from weeks 1-3) Topics Covered PSP Effects Navigation Design
Week 5	Topics Covered Photo Enhancement Presentation Design Reading Krug, Chapters 7 & 8 Handouts Quiz

Week 6	<ul style="list-style-type: none"> Topics Covered <ul style="list-style-type: none"> Text Effects User Testing Site Launch and Maintenance Reading <ul style="list-style-type: none"> Krug, Chapters 9 & 10 Handouts Quiz
Week 7	<ul style="list-style-type: none"> Topics Covered <ul style="list-style-type: none"> Scripting Real-World Examples Making the correct design decisions Reading <ul style="list-style-type: none"> Krug, Chapters 11 & 12 Handouts Quiz
Week 8	<ul style="list-style-type: none"> Project Review Final Exam

Additional Information

Syllabus Approved Brian Lewis, Computer Science Department Head, 2007-07-05