Instructor: Taekyeom Lee *taekyeoml@appstate.edu*
Wey Hall 210A / 828.262.8352
Office hours: mon + wed 3-5 pm, and by appointment

Prerequisites: ART 2026, ART 2103, ART2104 and ART3102.
Class hour: mon + wed 12:00–2:50 pm. Studio six hours.
Class website: AsUlearn *http://goo.gl/iSgLYD*

COURSE DESCRIPTION

An intermediate graphic design course involving complex interactive projects for the web and other technologies using standards-compliant HTML and CSS. Students will have the opportunity to learn the application of semantic code markup in order to gain an understanding of the separation of content and form in dynamic media. Alternate forms of scripting for the web, animation and motion graphics, and interaction with databases will also be introduced.

REQUIRED MATERIALS

You will need an external drive (thumb drive, a portable external drive, or a cloud service) with at least 1 GB of space for this course. Be careful with your data! Data disasters are not an acceptable excuse for late or missing work. Backup your work on a regular basis and do so in at least one place other than your primary portable drive.

TO SUCCEED IN THIS CLASS

You should believe in yourself, embrace your talents, learn from your peers and try to work outside of your comfort zone.

› be on time
› feel free to research what others have done and get inspired
  and learn from them, but create your own masterpiece
› learn through making
› talk with your peers and exchange views
› your efforts do not let you down
› if you need help, do not hesitate to ask
› no electronic distractions (While in class, please give your full
  attention to our work and refrain from using electronic devices
  that divert your attention away. It will be considered as a tardy.)

CLASS WEBSITE
http://goo.gl/iSgLYD

AsUlearn will be the "course website." You can log in using your Appstate ID and password. It will be used for distribution of assignments, course schedule, posting announcements, and web links. Bookmark this page and check it often!

E-mail

I will use your Appstate e-mail address to communicate with you outside of class so please check it regularly!

ASSIGNMENTS

Assignments will include preparing materials for the next class, doing quick sketches of ideas, readings, and completing projects assigned in class. Work sessions are provided during class time; however, work outside of class will be necessary and expected. Students are expected to maintain a sketchbook of ideas and inspiration throughout the semester.

—In-class workshops are given as a means of generating ideas and encouraging students to think about text and image in new ways. Students will not be graded on workshops; however, participation is mandatory.

—Everything produced in this class will be made by you unless otherwise directed. The class will serve as a laboratory for rigorous, directed investigation and creative problem solving. Course work will follow a general model of observation, inquiry, interpretation, and presentation. Class time will be used for project work, short presentations, discussion, and critiques.

ATTENDANCE

There are no excused absences. An absence is defined as missing class entirely, showing up fifteen minutes past the official class time as listed in the course catalog, and/or not being in class fifteen minutes or more during the duration of the class. There are, however, extenuating circumstances where missing class is a necessity. In these instances, it is best to engage in conversation with the instructor so that any necessary course arrangements can be made. Like previously mentioned, attendance in class is mutually beneficial for all involved. However, students are allowed two absences before their grade is affected. Six or more absences will result in a F. Any student that misses a class is expected to make up the work on his/her own time.

Your final letter grade will be lowered by one-third of a letter grade for every unexcused absence beyond the two allowed.

You are responsible for any instructions, handouts or assignments missed because of late arrival, early departure or absence.

Arrivals later than five minutes after the start of class will be considered one-third of an absence. If you arrive late, it is your responsibility to ensure that your attendance is noted. Arrivals later than twenty minutes after the start of class will be considered an absence. Early departures from class without permission will also be considered an absence.

Absences will only be excused for medical or family emergency reasons, a university-sanctioned field trip or the observance of a religious holiday. If you must miss a class, please notify me in advance. You must present documentation either prior to or immediately following an absence:

» Illness/Injury. Letter on official stationery from attending physician including dates you were absent.

» Death of Immediate Family Member. Obituary, letter from attending clergy or notifcation to Appalachian's Dean of Students by a family member.

» Professional/School Related Activity. Letter from appropriate department/faculty on official stationery.

Attendance for all critiques is mandatory. Dates will be announced ahead of time. Failure to present work will reduce your grade for a project. If you have not completed a project, you still must attend its critique and present your work in progress for discussion. Failure to attend a critique will result in an F for that project.

ACADEMIC INTEGRITY

ASU has official policies covering academic integrity code, accommodations for students with disabilities, and class attendance policy (including the state mandated religious observance policy.) Please read it online: *http://academicaffairs. appstate.edu/syllabi.*

ACADEMIC POLICIES OF THE UNIVERSITY

Please become familiar with the information on this website: *https://academicaffairs.appstate.edu/resources/syllabi-policy-and-statement-information*. It contains information about Academic Integrity, Disability Services, Attendance Policy (including religious observances), and Student Engagement with Courses.

DEADLINES

Deadlines of various types (exercises, research, sketches, critiques, etc.) will be assigned throughout the term. Work is due at the beginning of class unless otherwise noted. If you are presenting work, it should be prepared as specified on the assignment handout by the time class begins.

Have your work ready by the start of class. Work not prepared before a critique starts will be considered late. All late work will be graded down one full letter grade for each class period late. If you miss a critique, you will not receive credit for that project. If you have an excused absence for a critique, you must hand in your work at the next class meeting with a written excuse.

LATE WORK

Achieving success in academic pursuits depends not only on students doing their work well, but also on time. Accordingly, assignments for this course must be received on the specified due date. Again, all late work will be graded down one full letter grade for each class period late.

CRITIQUES

Given the time constraints and the amount of material that we will be covering, it is imperative that critiques be conducted as efficiently as possible. Here are a few things you can do to help with this.

1. On critique days, please have your work posted and ready for critique at the start of class.

2. Participate during critiques. Being a student, it is your duty not just to learn for yourself, but also to help your fellow students.

3. Listen to the critiques of everyone's work, not just your own. You will pick up pointers from comments about the work of your fellow students and I will often make comments such as "You are facing the same problem as so-and-so. Try some of the things that were suggested earlier."

REQUIRED

HTML and CSS: Design and Build Websites by Jon Duckett

Other materials will be provided in class. You would be encouraged to get other materials.

GRADE EXPLANATIONS

» A+ (100 %) A (95–99 %) A- (90–94 %)
[Excellent concept and execution]
The grade "A" is assigned in situations where students clearly excel in their mastery of course topics both intellectually and visually. This grade indicates sound engagement with the course material, the ability to verbally articulate the process, and success in synthesizing ideas into form and content.

» B+ (87–89 %) B (84–86 %) B- (80–83 %)
[Better than average conceptualization, or average]
conceptualization and excellent execution The "B" grade is assigned to student performance that reaches beyond the minimum in grasp of the topic and/or execution. Often, students are able to engage course matter at a higher intellectual level than their visual sophistication allows; i.e., their form-giving skills are not yet developed adequately to allow them to express their ideas visually. Thus,an ambitious attempt at extending themselves out beyond their own comfort zone, even though it may not succeed as an end product, may constitute "B" level performance.

» C+ (77–79 %) C (74–76 %) C- (70–73 %)
[Average performance; all minimum requirements met]
It is assumed at the beginning of the course that all students are capable and at least willing to perform at an average level; therefore, "C" represents average performance. It is left to the individual student beyond that point to distinguish himself or herself, rising to the levels of "B" or "A" grades.

» D+ (67–69 %) D (64–66 %) D- (60–63 %)
[Less than average concept, or average concept with poor execution]
"D" grades are intended to communicate to students that they are not performing even to the average basic level in the project or course. It is absolutely imperative if you receive a "D" grade that you set up an appointment with your instructor to discuss means of improvement.

» F (≤59 %)
[Non-fulfillment of minimum requirements]
A failing grade of "F" is given when students have not demonstrated a sufficient degree of mastery of the course content to proceed to the next level in the curricular sequence.

grading : Projects will be evaluated using grading rubrics on the project brief and using the following criteria: concept: idea generation, development + execution creativity: invention + experimentation effort: ambition, energy, intensity, research, participation professionalism: accuracy, craft, presentation, timeliness design: formal design + image-making decisions

SPECIAL NEEDS

Appalachian State University is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Those seeking accommodations based on a substantially limiting disability must contact and register with The Office of Disability Services (ODS) at *www.ods.appstate.edu* or 828.262.3056. Once registration is complete, individuals will meet with ODS staff to discuss eligibility and appropriate accommodations.

SAFETY

As an Appalachian State University student, you have access to the University's Student Health Services in the event of illness or injury. However, you should be aware that the University does not provide students health care insurance to cover the costs of medical treatment or other expenses related to the treatment of injuries or illnesses. Consequently, if you were to be injured or contract an illness while participating in this course, including working in a studio, you or your parents or guardians would be financially responsible for the costs of any medical care not provided by Student Health Services, and for obtaining appropriate insurance to protect you and/or them against the risks identified above.

FOOD AND BEVERAGES

If you are using a school computer, water is permitted as long as it is kept in a capped bottle and stored on the floor. You may eat and drink at the table in 214, but please be neat and clean up after yourself.

COMPUTERS

Computer issues are not be a valid excuse for missing a deadline. Make regular daily backups of your work to something (CD/external drive) other than a jump drive or your computer's hard drive. If you use your own laptop computer for this class feel free to bring it to class, but be prepared to use lab computers if your computer fails you.

COURSE SCHEDULE (SUBJECT TO CHANGE)   A – assignment   W – workday   C – critique

| WEEK 01 | MON, JAN 11 | No class
Code Academy – HTML&CSS |
| | WED, JAN 13 | C – warm up project |

| WEEK 02 | MON, JAN 18 | No class – MLK day
Code Academy – HTML&CSS |
| | WED, JAN 20 | A – recipe |

| WEEK 03 | MON, JAN 25 | W – recipe |
| | WED, JAN 27 | W – recipe |

| WEEK 04 | MON, FEB 1 | C – recipe
A – life cycle |
| | WED, FEB 3 | W – life cycle |

| WEEK 05 | MON, FEB 8 | W – life cycle |
| | WED, FEB 10 | W – life cycle |

| WEEK 06 | MON, FEB 15 | W – life cycle |
| | WED, FEB 17 | W – life cycle |

| WEEK 07 | MON, FEB 22 | C – life cycle |
| | WED, FEB 24 | A – small site: sculpture |

| WEEK 08 | MON, FEB 29 | W – small site: sculpture |
| | WED, MAR 2 | W – small site: sculpture |

| WEEK 09 | MON, MAR 7 | Spring break |
| | WED, MAR 9 | Spring break |

| WEEK 10 | MON, MAR 14 | W – small site: sculpture |
| | WED, MAR 16 | C – small site: sculpture
A – product design research |

| WEEK 11 | MON, MAR 21 | W – product design research |
| | WED, MAR 23 | W – product design research |

| WEEK 12 | MON, MAR 28 | C – product design research
A – product design application |
| | WED, MAR 30 | W – product design application |

| WEEK 13 | MON, APR 4 | W – product design application |
| | WED, APR 6 | W – product design application |

| WEEK 14 | MON, APR 11 | C – product design application
A –responsive website |
| | WED, APR 13 | W –responsive website |

| WEEK 15 | MON, APR 18 | W –responsive website |
| | WED, APR 20 | W –responsive website |

| WEEK 16 | MON, APR 25 | W –responsive website |
| | WED, APR 27 | W –responsive website review |

| WEEK 17 | MON, MAY 2 | W –responsive website |
| | WED, MAY 5 | W –responsive website
A – digital archieve and homepage |