

WELCOME!! This should be a fun semester...

If you don't have an iPod yet, I recommend you get one - a 20GB size is sufficient. I'd be happy to email your parents to explain why this is a necessary expense. If that's not an option, get a FlashDrive (see link below).

If you need me outside of class, I am frequently online (screen name tonitoland), and you can always email me at toni@tatoland.com

There is no text for this course, but there is an outdated reader available at EPC in Shaffer. While it is old, it is a valuable resource because as I lecture, you can jot down any additional notes covered in class, and make corrections to any seriously wrong parts (although there are probably not too many, really).

your site must have:

- at least 6 pages, including your “home” or “main page” (index.html)
- contact information (i.e. email link)
- at least one 10-20 second animation
- a consistent layout
- a consistent navigation system
- a Fireworks element of some sort (nav bar is good)

Your site may NOT be created totally in Flash.

You may NOT create a portfolio-based site for yourself.

It's extremely important to understand that although possible, and even “sexy,” to build a site that's entirely done with Flash, the purpose of this course is to engage your creativity in a way that utilizes all the tools we'll discover this semester. Save the “grand” idea for next semester/year if/when you have an opportunity to create a portfolio site. And, as more and more agencies are looking for people with good interactive skills, as well as print, understanding all your options for developing a website will be a boost to your portfolio as well as your marketability when you graduate.

If your site is not uploaded and functioning by exam week (December 8 | 9, 2008, at 5pm to be precise) you will fail this course. No exceptions.

Back up your work frequently!

GET A CLIENT

The site you will build in this class needs to have at least 6 pages, including your intro/first page (which is your index.html file).

You'll need to find a client for your site; anything local (a pub in Amory Square, a cycle shop on Erie Blvd., or Green Lakes State Park, for instance) or something from home. You might also choose to do a site about a subject you find fascinating (i.e. the Lewis and Clark expedition, Queen Elizabeth the first, etc.). Just be sure that getting images to use on your site will not be a problem.

You may not do a site for yourself, your portfolio, a family member, etc. However, if you have a family member with a business, you may do a site for that business.

TASK 1: Write up a proposal for the site you are going to build (1/2 page, 2 paragraphs; just a short description of the client, what it is, and how you propose to build the site, what each page will contain, etc.). Send this proposal to me via email as a PDF (toni@tatoland.com) by 9/8 | 9/9.

TASK 2: Find a website that you find interesting, useful, functional, and beautifully designed (this does not necessarily mean it has to be your favorite site! Do some exploring and find something you haven't seen before.). Be prepared to show it to the class and clearly define what makes it an outstanding site. Things to consider include:

Credible, original content in as many forms as possible

Valuable, timely information to the user, not just lots of data

Shares everything that's relevant to the topic

Custom-tailored to user preferences

Quick load time using a 56 Kbps modem

Easy to read

Interactive

Well-organized

Uses an appropriate visual **metaphor** (personality); **clean design, easy to navigate**

<http://www.sitepoint.com/article/principles-beautiful-web-design>

You will be sharing this site along with your evaluations in class on 9/8 | 9/9. Be prepared.

ORGANIZE ACCESS TO SOFTWARE, AND WORKFLOW:

You will be using Flash, Dreamweaver, Fireworks, and perhaps Photoshop, in this class so if you are using your laptop, be sure you have this software installed. Any version is OK - from MX2004 to CS3. Just be aware that the later versions have more options (bells + whistles). If you do not have a laptop, you will be using the CS2 versions (Flash 8, Dreamweaver and Fireworks 8, and Photoshop CS2) in the cluster. Other clusters on campus include:

029 Kimmel
126 Schine
115 Physics
110 Link
102 Link
107 Goldstein
016 Graham
020 Huntington
201 Lawrinson
050 OSS
306 Bowne
202 Brockway

I do not have the open hours, but all Mac computers in any of these clusters will have the Adobe CS3 suite, which includes the software you need. Remember that if you are using cluster machines, you will need to save your work so that you can open it using CS2 at the Warehouse.

IMPORTANT: If you have a laptop, use it for this class (bring it every week!) - do not move back and forth between a cluster computer and your laptop. If you do not have a laptop, use your iPod as a moveable hard drive, or purchase a small external hard drive, or USB flash drive that has at least 1 GB of memory. Keep all the work you do on that moveable hard drive: DO NOT transfer it to any computer you may be working on.

<http://www.pexagontech.com/deals/custom-personalized-flash-thumb-drives.php?gclid=CNHYgu-GlZUCFQO2FQodFBzUHA>).

REMEMBER that the cluster versions of the software we'll be using may be older than what you have on a tower at home! You will have to be careful about saving work so that you can open it both at school and at home.

If you try to save your work on multiple devices (or different folders within the same device) you will absolutely, without any doubt (trust me!) mess things up so badly that you will have to start over from scratch with 2 weeks left in the semester. You do **not** want that to happen.

TASK 3: Determine where you will be working this semester, and set up your site folder (local root site); use it all semester to save everything you create or accumulate. Make sure you have access to a digital camera, a scanner, a printer, a word processor, and the software mentioned above. Send me email that outlines and illustrates (i.e. an image file) your plan for your workflow (toni@tatoland.com); where you will be working, where you plan to save your files, and how you will transition between working in class and home, by 9/8 | 9/9.

SCARY CODE STUFF:

Web pages are developed using, at the very least, something called HTML, which stands for hyper text markup language. It's been around since Al Gore invented the internet (jk) and while you do not have to learn the code in total this semester, you DO need to learn enough so that the logic of it, and some of the processes you'll be using, make sense. I will be teaching you a lot of that in class, however, it is up to you to research tutorials online for additional information and/or review. Some sites to explore are:

<http://www.echoecho.com/html.htm>

<http://www.htmlcodetutorial.com/>

And, while it's not totally up to date, there is a lot of relevant information at <http://school.tatoland.com>. Follow the links to the software you're most interested in.

The other code you'll be messing with is called ActionScript, and it's the engine behind the interactivity you create using Flash. Again, I will be teaching you a lot of that this semester, but additional resources will definitely help you improve your skills:

<http://tutorialoutpost.com/tutorials/flash/actionscript>

<http://www.smartwebby.com/flash/default.asp>

TASK 4: Search for and find two additional web sites that provide tutorials for using HTML, and ActionScript (V2 or V3). Email me and the rest of the class the four (2 for each) URLs by 9/15 | 9/16.

TASK 5: Set the permissions for your SU webspace (not a great idea, but free), or purchase a domain name and sign up with an ISP to host your site (preferred - takes up to 2 days to get working so PLAN AHEAD). Check out IXWebhosting at:

<http://www.ixwebhosting.com/index.php/v2/pages.dspmain>

Email your URL to me and the class by 9/15 | 9/16.

IMAGES ON THE WEB

There are two common image formats for the web - GIF (Graphic Interchange Format) suitable for graphic images that don't contain any gradients or continuous tones, but might contain transparent areas, and JPG (Joint Photographers Expert Group) that is used for photos or any illustrations and graphics that contain gradients and continuous tones, but no transparent areas.

As with using InDesign or Quark XPress, HTML files do not embed any images, but rather create invisible links to the actual images, which causes them to be loaded into the web page where the code is placed. Therefore, it is critical to save the image files you'll be using in the same location where they were when you created the link, and not to move them. Moving them to another folder will break the link between your HTML page and the image, causing those little blue question marks when the page is viewed in a browser.

TASK 6: Design 3 (three) different layouts using tables with the elements I've provided on the server (you will need to download them to your local root site; create a separate folder). Upload the files to your webspace and email the URLs to me and the class by 9/22 | 9/23.

Experiment with background and cell colors, text sizes, alignment, styles, and fonts, bulleted items, merging table cells, adding images, etc.

TASK 7: Optimize at least 5 of the images you will be using on *your* site in the appropriate format using Photoshop (File > Save For Web and Devices) or Fireworks (Optimize panel, and File > Export). Remember that you want to crop and/or resize them in Photoshop or Fireworks (save the originals!), and set the resolution to 72ppi before saving them for the web as GIF or JPG images. Place them in a single HTML document, upload the appropriate files and email the URL to me and the class by 9/22 | 9/23. HINT: start with any images and/or graphics that will be used on all the pages in your site.

TASK 8: Develop the underlying grid/format that you will use for all the pages on your site. Do this as an HTML document using a table structure (not layers). Include any elements that will be present on all pages (i.e. a banner or header, background image and/or color, decorative elements, menu/navigation). These do not have to be finalized images in terms of content/composition, nor functional (in terms of any links), but the layout and conceptual content must be fairly tight. Upload the appropriate files and email the URL to me and the class by 9/29 | 9/30.

HINT: I most often work in Illustrator to play with layout ideas and create a formal "template" that I then use to create the site pages in Dreamweaver or Flash. Both programs allow you to import images to use as a template.

CREATING LINKS

Just about anything on a web page can be a link - text, images, icons, popup menus, and so on. You can create links to other areas of the same page, to different pages within your site, to other sites entirely, to FTP sites where files are downloaded to your computer, and to open email programs. Links can open in the same window, or a new window, or even a new smaller window, like a pop-up.

TASK 9: Using one of the three layouts you created in task 6, add a link to an image, to some text that opens a new window for a page on another website, an email link to yourself, and a link that downloads a file (PDFs are a safe format; if you have a resume, that would be a good thing to use for testing purposes). That's five (5) links. Upload the new HTML documents (you'll need to upload at least the PDF file, and any other page files that don't already exist on the web), and email the URL to me and the class by 10/6 | 10/7.

HINT: Keep all the files in the same folder, within your root folder.

TASK 10: Create a popup menu in Flash and one in Fireworks (each must include at least 3 functional links; others can be blank for now). Generate the HTML files, then upload the HTML, SWF, and image files to your site. Email the URL to me and the class, and Email the FLA and the PNG files just to me (not the SWF or HTML) by 10/6 | 10/7.

CASCADING STYLE SHEETS

Cascading Style Sheets, or CSS for short, is a new way to format web pages. Much like style sheets in InDesign or Quark XPress, they define text styles and position, as well as the location of elements, text wrap, background color and/or images, table cell orientation and position, among other layout options. It's an extremely valuable tool and fast becoming the way to specify the way a web page comes together.

TASK 11: Visit <http://www.csszengarden.com/> and take a look at some of the example links at the right. Each of these page designs use the same content for their pages (different images, of

course) and change the layout by simply changing the CSS rules. Email the URL of your favorite solution (either current, or from the archives section: <http://www.mezzoblue.com/zengarden/alldesigns/>) along with a paragraph or two to explain your choice to me by 10/13 | 10/14.

TASK 12: Create a template HTML file for your site, using sketches and/or one of the files you created in task 6 or 8. Make sure all the elements are defined using a single CSS file. Upload the page to your site, share the URL with everyone via email, and email me the actual HTML and CSS files (along with any image files used) in a compressed folder by 10/13 | 10/14. Any elements that are not complete (i.e. the nav bar, for instance) should be indicated using placeholders.

CREATING BUTTONS IN FLASH, FIREWORKS, OR PHOTOSHOP

Buttons, or menus, are the crux of interactivity on a web site. They lead us through content in a linear or non-linear fashion, and must be designed so that navigating a site is both intuitive, and flexible.

Buttons contain at least three “states:” an UP state, which is what it looks like when a page loads; an OVER state which is what it looks like when you mouse over it; and a HIT state, which defines the area that triggers the over state. Flash and Fireworks also use a DOWN state, and Fireworks has the option to create an “over while down” state. Buttons created in Flash can also contain sound.

TASK 13: Using the template you created in task 12 as a starting point, or a completely new design, create a menu bar (either horizontal or vertical) in both Flash and Fireworks. This can be the menu bar you want to use for your site (smart idea) or something fictional to experiment with. It must include at least 5 buttons. Add functional links to each button; the links can go anywhere on the web (no X-rated sites, please). Export/publish the HTML files and any other files needed to view the buttons on the web, and upload those files to your site. Email the URL to me and the class by 10/20 | 10/21.

CREATING DISJOINT ROLLOVERS WITH FIREWORKS, OR FLASH

While you may not be using disjoint rollovers for any parts of your site design, they are pretty cool and you should know how to create them. A disjoint rollover is essentially a button where the over state is somewhere else on the page, rather than in the same place as the button. The code to create them is only slightly different than a button. Both Fireworks and Flash create the code for you, which makes them very easy to create using those programs. Disjoint rollovers can be simple animations to reveal information, and can also act as buttons that link to other web pages.

TASK 14: If your site design calls for a disjoint rollover, create that file in Flash or Fireworks, publish/export it and upload it to your site. Email the URL to me and the class by 10/27 | 10/28. If you won't be needing a disjoint rollover, use the image and text on the server to create one for this exercise. Publish/export it and upload to the web, and share the URL via email with me and the class by 10/27 | 10/28.

CREATING INTERACTIVITY WITH FLASH

As you've no doubt discovered, there are thousands of sites that begin with an animation of some sort (including a preloader to let you know something is loading). Other sites are built in Flash from top to bottom. It's everywhere (they say some 94% of all people who use the web have the Flash plugin installed). You must include something created with Flash in your final site. If it isn't going to be your first (splash) page, that's OK. At the very least, however you use it, it must have an escape mechanism of some sort (exit, skip intro, etc.) as well as sound

(music, sound effects, etc.) and a way to control the sound (on and off buttons at the minimum, and a volume control if you're brave).

TASK 15: Browse the web and find a site that uses music intelligently. Be prepared to share the site and defend/present your analysis in an articulate manner in class on 11/3 | 11/4.

TASK 16: Create the flash piece you will be using on your site. Publish it and upload it to your site. Share the URL with me and the class via email by 11/10 | 11/11.

PUTTING IT ALL TOGETHER

While this syllabus contains a lot of tasks with due dates, the true test of your expertise and skill will be demonstrated by your final web site: online, and functional. That means that the sooner you are organized, the better able you'll be to relate these tasks to actual pieces to be used on your site, rather than fictitious exercises. As you complete each task, you should be also completing the work required for that part of your site - i.e. optimize your images while you are completing task 7, and create your navigation system (menu bar) while working on task 10 or 13. That way, assembling it, once you've developed your template in task 12, will be a piece of cake.

The last class is December 1 | December 2. Your site is due fully functional by 12/8 | 12/9. You have three weeks from this final task (16) to get your site online. Use that time wisely; upload your site by 11/ 12 | 11/13 so you have time to test it and fix any problems.

DEADLINES

task 1:	client / site proposal	email text	9/8 9/9
task 2:	interesting site presentation	in class presentation	9/8 9/9
task 3:	site and software organization	email image and text	9/8 9/9
task 4:	tutorial sites	email URLs	9/15 9/16
task 5:	set permissions obtain domain + hosting service	email URL	9/15 9/16
task 6:	3 layouts using tables	upload files, email URLs	9/22 9/23
task 7:	image optimization	upload files, email URL	9/22 9/23
task 8:	create layout grid using HTML	upload files, email URLs	9/29 9/30
task 9:	creating links	upload files, email URLs	10/6 10/7
task 10:	pop up menus	upload files, email files + URLs	10/6 10/7
task 11:	csszengarden evaluation	email URL + text	10/13 10/14
task 12:	site template	upload files, email files + URL	10/13 10/14
task 13:	buttons / nav bar	upload files and email URL	10/20 10/21
task 14:	disjoint rollover	upload files, email URL	10/27 10/28
task 15:	sound on the web presentation	in class presentation	11/3 11/4
task 16:	flash component	upload files, email URL	11/10 11/11
	upload site for testing	upload files	11/17 11/18
	final site due	upload revised files, email URL	12/8 12/9

CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	August 25	26	27	28	29	30
31	September 1 no class	2	3	4	5	6
7	8 tasks 1, 2, + 3	9 tasks 1, 2, + 3	10	11	12	13
14	15 tasks 4 + 5	16 tasks 4 + 5	17	18	19	20
21	22 tasks 6 + 7	23 tasks 6 + 7	24	25	26	27
28	29 task 8	30 task 8	October 1	2	3	4
5	6 tasks 9 + 10	7 tasks 9 + 10	8	9	10	11
12	13 tasks 11 + 12	14 tasks 11 + 12	15	16	17	18
19	20 task 13	21 task 13	22	23	24	25
26	27 task 14	28 task 14	29	30	31	November 1
2	3 task 15	4 task 15	5	6	7	8
9	10 task 16	11 task 16	12	13	4	15
16	17 upload site for testing	18 upload site for testing	19	20	21	22
23	24	25	26	27	28	29
30	December 1	2	3	4	5	6
7	8 final site due	9 final site due	10	11		

ACADEMIC ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

Students who are in need of disability-related academic accommodations must register with the Office of Disability Services (ODS), 804 University Avenue, Room 309, 315-443-4498. Students with authorized disability-related accommodations should provide a current Accommodation Authorization Letter from ODS to the instructor and review those accommodations with the instructor. Accommodations, such as exam administration, are not provided retroactively; therefore, planning for accommodations as early as possible is necessary.