ACCF GDWD 490 WEB DESIGN

Program	Three-year course in Graphic Design
Course Title	Web Design
Credits	3
Professor	Laura Mangiavacchi

Course Description	In this course, students will learn to design a company website. They will analyze the company's needs, develop the sitemap and analyze competitors' websites. They will study the phases of UX design, with attention to SEO. Students will develop a page in html5, css3 and Bootstrap and will use Photoshop (on an assigned Bootstrap grid) for page layout. After the necessary analyses and the study of the graphic layout, students will create the site. Students are expected to deepen their knowledge of the web and code. They will be encouraged to work on their own projects in order to develop their personal fields of interest.
Learning Objectives and Outcomes	At the end of the course the student will be able to: - Analyze the needs of the assigned company - Identify the competitors - Analyze the competitors of a company - Know the fundamental points of SEO - Identify the UX design process and develop graphic layout - Use code - Develop a responsive web site - Validate W3c - Present their of the work coherently
Minimum Essential Equipment	- Personal computer (laptop) - Adobe Creative Suite (Photoshop and Dreamweaver) - X-mind (free software) - Browser: Google Chrome
Student Assessment	- Assessment of the student's learning and the ability to use the presented tools - Evaluation of the assignments - Quality of the artwork - Evaluation of the project graph - Presentation of the project
Assignments	- Code development tutorials on assigned layout - Site map of the site for the final project - Competitor card of the identified company - Graphic layout design - Home page development with Bootstrap framework

Bibliography, Webography, Filmography	- Lecture notes provided by the instructor - getbootstrap.com - Edward Stull, UX Fundamentals for Non-UX Professionals, Apress Vincenzo Giacchina, Web design con Bootstrap, (Edizione italiana), Apogeo - Beginning Responsive Web Design with HTML5 and CSS3 - Mike Ludo, HTML 5, CSS 3 & Bootstrap 4 All-in-One: A Complete Introduction to Front End Web Development, (English Edition) - Steve Krug, Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability - Bruce Lawson Remy Sharp, Html5 Guida Pratica, Mondadori Informatica - Zoe Mickley Gillenwater, CSS3 Guida pratica alla progettazione, Pearson

Week 1	Html5 tags and external link to css. Google fonts. Examples and exercises. Bootstrap
Week 2	Html5 and Bootstrap. Tags, exerciseson layout
Week 3	Html5 and Bootstrap. Tags, exerciseson layout
Week 4	Html5 and Bootstrap. Tags, exerciseson layout
Week 5	Project Presentation Research: 5 positive sites and 5 negative sites
Week 6	Competitor profile for one of the sites identified by the students Site Map Responsive website/media queries - Exercises
Week 7	Redesign web site
Week 8	Mid Term
Week 9	Redesign web site
Week 10	Website development
Week 11	Website development
Week 12	Website development
Week 13	Website development - w3c validation
Week 14	Final Exam