ACCF PTWD 490 WEB DESIGN

Program	Three-year course in Photography
Course	WEB DESIGN
Credits	3
Professor	Laura Mangiavacchi / Gianluca Piovesan

Course Description	The course will provide students with the basic toolkit to successfully undertake their own self-promotion. Working with vector software, students will create their own logos. After designing the logos, students will be introduced to the basics of HTML5 and CSS3, which they will use to build a personal website, including UX (User Experience) research, layout design, and website development. The purpose of the course is to provide a conceptual and practical basis to promote the student's own work, as well as the necessary skills to produce photos suitable for web use.
Learning Objectives and Outcomes	At the end of the course students will have learned to: ● Create a vector drawing ● Recognize the various types of web development ● Use programs for web development ● Develop layouts for websites and use photos in suitable formats ● Identify the photographic needs of the web, not only the formats but the sizes and frames ● Build a site for their own project ● Present their final individual projects At the end of the course students will be able to: ● Identify the most suitable formats and sizes for photos used on the web ● Design their own logos ● Design their own images on the web ● Create the layout of their sites ● Organize their content on the web ● Develop their own functioning site
Student Assessment	The academic grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. The student's performance will be graded in thirtieths: ● 30/30 personal logo design

	● 30/30 personal website layout design ● 30/30 Personal website development The final grade will consist of the average of the evaluations. Cum Laude will be assigned on the following criteria: Ability of the student to work in a team and to independently organize the scheduling of work phases. Assessed Soft skills: ● Attendance and participation in the course ● Graphic presentation ● Presentation of the final project
Assignments	• Midterm: Personal logo design • Final: Graphic design and personal website development
Minimum Essential Equipment	Personal computer equipped with Adobe package, X-Mind (free), Visual Studio Code (free), Canva (free)
Bibliography, Webography, Filmography	*Bibliography:* Edward Stull, *UX Design, Guida ai principi di base per progettare l'esperienza utente*, Milano, Feltrinelli Srl, 2019 *UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers, and Developers* (English Edition), New York, Apress, 2019 Alessandra Salvaggio, *HTML5 e CSS3. Guida completa*, Milano, Edizioni LSWR, 2021 or Patrick M. Carey, *New Perspectives on HTML5, CSS3, and JavaScript*, Boston, Cengage Learning, 2017 https://www.html.it/guide/guida-html5/ Tutorial provided by the instructor

Weekly program

Week 1	Presentation of the project, examples of photographers' sites. Introduction to Illustrator | Personal logo design
Week 2	Personal logo design
Week 3	Personal logo design
Week 4	HTML | Tags and links to external css. Google fonts. Examples and exercises

Week 5	The fontawesome.com icons | Link | Images and their resizing | Formats for the web |
Week 6	Material Design | User experience, framework and graphic layout of your website
Week 7	Photographer sites analysis | Research photographic sites of interest to students
Week 8	Mid-term
Week 9	Personal site layout design
Week 10	Personal site layout design
Week 11	Personal site layout design
Week 12	Personal site layout development on nicepage.io
Week 13	Personal site layout development on nicepage.io
Week 14	Final project presentation