



PLATT COLLEGE

DIGITAL ■ MEDIA ■ DESIGN

Class Syllabus

Course WC300

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Course Description

This class gives students experience with the process of conceptualizing and implementing a corporate web site. Focus is on the "pre-design" stage of web development. Students develop a cohesive corporate web site campaign. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues as well as web marketing strategies are discussed. Emphasis is placed on website conversion, efficient and effective use of design and web resources, and application of interface design fundamentals toward the creation of a positive user experience.

Text Books

Don't Make Me Think by Steven Krug reading key: k

Letting Go of the Words by Janice Redish reading key: r

Schedule *

Day Date

- | | | |
|----|-------|--|
| 1 | 08/28 | Distribute books and syllabus, outline course content, lecture |
| 2 | 08/29 | Student usability presentations, introduce main project (k_intro, k_1 |
| 3 | 08/30 | Users & web documents, the human factor (k_2, k_3,r_1 |
| 4 | 08/31 | Site architecture & navigation schemes (k_6,r_2,r_4,r_12 |
| 5 | 09/05 | Home page design & GUI (k_7,r_3,r_7 |
| 6 | 09/06 | Responsive / mobile design and usability (k_10 |
| 7 | 09/07 | Typography (k_4 |
| 8 | 09/11 | Content authoring and strategy (k_4, k_5,r_5,r_6,r_8 |
| 9 | 09/12 | Intranet/Extranet design, accessibility, wcag, section 508 (k_11, k_12 |
| 10 | 09/13 | Design for varying cultures and demographics - midterm review |
| 11 | 09/14 | Midterm - hosting,affiliation & association |
| 12 | 09/18 | Design Development Challenge |
| 13 | 09/19 | Design Development Challenge |
| 14 | 09/20 | Design Development Challenge |
| 15 | 09/21 | Design Development Challenge Final Word Day/ Turn in |
| 16 | 09/25 | SEO / SEM / SMM / (r_163-168) |
| 17 | 09/26 | Account / Project Management |
| 18 | 09/27 | Forms - creation / strategy |
| 19 | 09/28 | Email marketing / newsletters |
| 20 | 10/02 | Usability testing (k_8, k_9) |
| 21 | 10/03 | Project workday |
| 22 | 10/04 | Project workday |
| 23 | 10/05 | Final work day / project upload |
| 24 | 10/09 | Class projects due, presentations and critiques |
| 25 | 10/10 | Final - cumulative, file maintenance/backup |

Never leave that till tomorrow which you can do today.

Benjamin Franklin

Grade Calculation Percentages:

Class Project	40%
Midterm	20%
Final	20%
Class Assignments	20%