

1 Visual Design: Internet

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ART 4634C Fall 2012

Tues / Thurs 12:30-03:15PM [office hours by appointment]

202 Harbor Hall

description As the new generation of designers wrestle with the tension between design and programming, the print rockstars keep handing out jobs for the chap that can make it all. A funny thing happened after print died: Wired declared that "The Web is Dead." Students learn that basic interactive theory paired with smart design decision making is more important than memorizing code.

deliverables com.post : Write Me
com.post : Promise You'll Write
com.post : Said the Shotgun to the Web
Pecha Kucha : Dealer's Choice
6 Biweeklies : Instrumental, Pranks, me.idiom,
Mediate Me, Portrait of a Portrait, and app.lie
Final Project : me.com

policy All assignments, critiques, and classes* are mandatory and participation is expected. Readings are required. All work is due pinned up for crit at the start of class, even if you're absent. Assignments will NOT be accepted by email. Late work is NOT accepted [F]. All work may be revised and presented on the final class during individual final crits with Before & After documentation. Revised work will be graded and averaged with the initial grade. Late work cannot be revised.

* You get one freebie absence, no questions asked.
3 absences = drop one letter grade, 4 absences = Fail.
Notify me of any "Excused Absences" with "Official Documentation" and bring missed work to following class.
Tardy = anytime past roll-call; 2 Tardies = 1 absence.

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Your faculty, as a general rule, will work with you if you communicate effectively in advance of absences and problems. We respond to emails. We do not respond to "Day Before" emails. No grace is extended for computer problems: DO NOT lose your work.

No plagiarism. Stealing = failure. Appropriation is not theft. See also, RIP: A Remix Manifesto.

structure	Projects will build on each other. Interactivity can have a steep learning curve, so the course is made up of a single, overarching project tackled through weekly installments. You will struggle with the mitigated nature of programming, however, our goal is for you to truly know the theory and fundamentals before you move on. This course will give you usable skills, but most importantly, push you to think critically about modern communication and mediated mediums. This course is foundational and will prepare you for future craziness.
grading	com.post = 30 %; Biweeklies: 30%; Final = 30%; Pecha Kucha = 10%; Basis: inventiveness, accuracy, craft, finesse, timeliness, idea, content, form. Final Grade: assignments + revisions, evolution, attitude, attendance.
documentation	Final Class: At the end of the semester, students must hand in ALL relevant digital files [collected digitally]. Photograph all physical work prior to final crit. Bring all physical work to final crit. Documentation required to receive a final grade.
required text	Pranks! (RE/Search, No. 11), by V. Vale and Andrea Juno Dont Make Me Think!, by Steve Krug
materials	You will buy hosting service and a domain without trepidation. Get portable digital storage and a [utilized] sketchbook. More supplies TBA.

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collaboration Students are encouraged to collaborate in various ways as a reflection of design reality. Throughout the semester we will be working with students from BGSU and BGSU faculty member Ryan Shelley. Please ask about how to make this work for various projects. Minimally, use your peers to help document work and when assignments require.

disability Office of Student Disability Services Any student with a disability is encouraged to meet with me privately during the first week of class to discuss accommodations. Each student must bring a current Memorandum of Accommodations from the Office of Student Disability Services, which is a prerequisite for receiving accommodations. Accommodated examinations through the Office of Student Disability Services require two weeks notice.

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- 01 intro course : Magic Schoolbus + DeadWeb lectures : intro com.post [Write Me] : Listen Up lecture : intro Biweekly 1 [Instrumental] : Pecha Kucha Pecha Kucha : intro PK : choose Pranks! reports : read Krug Ch.1-3
- 02 file management : hosting + domain + Fetch workshop : read Krug Ch.4, 5
- 03 PK01 : crit com.post [Write Me] : intro com.post [Promise You'll Write] + [Said the Shotgun to the Web] : pairses : watch How To Draw a Bunny
- 04 PK02 : Semiotics lecture : House "Lines in the Sand"
- 05 PK03 : crit Biweekly 1 [Instrumental] : discuss Pranks! : watch Yes Men : intro Biweekly 2 / collaborative [Pranks] : read "What is Interactive Design?" handout
- 06 PK04 : discuss "What is Interactive Design?" : intro WordPress : read w3schools HTML [Basics]
- 07 PK05 : review com.post : intro Dreamweaver : intro HTML : intro Firebug : read w3schools CSS [Basics + Styling + Box Model]
- 08 PK06 : intro CSS : field trip Decompression
- 09 PK07 : crit Biweekly 2 [Pranks] : Neo-Info lecture : intro Biweekly 3 [me.idiom] : read Bringhurst's Elements of Typographic Style Applied to the Web [2.1 & 2.2]
- 10 No Class : Visiting Artist Makeup
- ** OCT 05 Visiting Artist : Ryan Shelley : Alternative Printmaking Lecture / Workshop : Mandatory Attendance
- 11 PK08 : Type on Screen lecture : intro Typekit + Font Squirrel : read Bringhurst [2.3 & 2.4]

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- 12 PK09 : crit me.idiom [1] : intro part 2 : review com.post
: Rockstar Democracy lecture : Watch Good Night, and Good
Luck : gather portfolio for review
- ** OCT 09 PK10 Visting Artist : Destry Fudge
- 14 PK11 : crit me.idiom [1+2] : New.s.peak lecture : intro
Biweekly 4 [Mediate Me] : intro me.com : Portfolio
Review : Portfolio lecture : read Krug Ch. 6, 7
- 15 PK12 : Wireframe demo : open studio
- 16 PK13 : crit com.post [Promise You'll Write] + [Said the
Shotgun to the Web] : It Could Always Be Worse lecture :
read Krug Ch. 8, 9
- 17 PK14 : crit Revised Portfolio and me.com [Wireframe] :
open studio : read Krug Ch. 10, 11
- 18 PK15 : crit Biweekly 4 [Mediate Me] : Computers are
Stupid lecture : intro Biweekly 5 [Portrait of a
Portrait]
- 19 PK16 : crit me.com [Local Rough 1] : open studio
- ** NOV 01 PK17 Visiting Artists : Celeste Thompson + Rob Mullins
: crit Portrait of a Portrait [1] : intro part 2 :
Presentness lecture
- 21 PK18 : open studio : watch RIP A Remix Manifesto
- 22 crit Portrait of a Portrait [2] : intro Biweekly 6 [app.
lie] : assign 404s : watch Brazil
- 23 crit me.com [Local Rough 2] : read Krug Ch. 12
- 24 crit app.lie [1] : It Could Always Be Even More Worse
lecture [user submitted 404s] : 404 workshop
- 25 open studio
- ** Holiday [Thanksgiving]

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26 crit app.lie [2] and me.com [Local Rough 3]

27 watch The Wall

28 crit me.com [It's a Live]

29 individual final crits

Cheat Sheet Visual Design: Internet

com.post

- 01 Write Me : mail ras+e something
- 02 Promise You'll Write : mail your bud something
- 03 Said the Shotgun to the Web : make a "language"

pecha kucha Dealer's Choice : contemporary + relevant to class

final project me.com : personal portfolio website

biweeklies

- 01 Instrumental : make/document a public instrument
- 02 Pranks : interactive social commentary
- 03 me.idiom : invent a medium, interact it
- 04 Mediate Me : mediated interaction with the class
- 05 Portrait of a Portrait : mining for personality
- 06 app.lie : app reality

workshops

- 01 hosting + domain purchasing + Fetch
- 02 Wordpress
- 03 Dreamweaver
- 04 HTML
- 05 Firebug
- 06 CSS
- 07 Alternative Printmaking
- 08 Wireframe
- 09 Typekit + Font Squirrel
- 10 404

lectures

- 01 Magic Schoolbus : the way web works
- 02 DeadWeb : the way web died
- 03 Listen Up : sound and image
- 04 Neo-Info : modern information design [trend alert!]
- 05 Type on Screen : it's not the same as print
- 06 Rockstar Democracy : fame versus heroics
- 07 New.s.peak : what we're saying and what it's worth
- 08 Portfolio : editing / preping work
- 09 It Could Always Be Worse : mitigated communication
- 10 Computers Are Stupid : nothing lives online
- 11 Presentness : nobody is where they are
- 12 It Could Always Be Even More Worse : user found 404s

Project 1 Visual Design: Internet

Pecha Kucha : Dealer's Choice

description Present anything using anything.

- specs
- 1] It must follow Pecha Kucha format [20 slides 20 sec.]
 - 2] It must somehow be related to interactive theory, web design, or new media.
 - 4] It must be informed by a reputable news source.
 - 5] You cannot do something someone else has already done.
 - 6] It must be entertaining.

You will be evaluated on your presentation skills and choice of subject matter. If the class does not find the material helpful or interesting or your presentation engaging, then you have failed.

-Big Boss

due	CLASS	STUDENT NAME
	03	_____
	04	_____
	05	_____
	06	_____
	07	_____
	08	_____
	09	_____
	11	_____
	12	_____
	13	_____
	14	_____
	15	_____
	16	_____
	17	_____
	18	_____
	19	_____
	20	_____
	21	_____

Project 2 Visual Design: Internet

me.com : Dealer's Choicest

description Generate a website of your choosing.

If you cannot think of something, I will provide options. The general consensus in the past has been a portfolio or design studio site. As graduating seniors, I highly recommend this. If you already have a portfolio site, you cannot reuse this and you cannot rework this. You are allowed to start a new one from scratch.

specs Site must include:

- 1] HTML & CSS
- 2] 2 levels of information
- 3] Clear and functional navigational system
- 4] Considered and consistent typography and imagery
- 5] Apparent grid structure
- 6] SMART relationship between content and site decisions

Site must NOT:

- 1] Link to any social networking groups
- 2] Contain anything that is not made or remixed by you
- 3] Be freelance work
- 4] Be a TEMPLATE from Carbonmade, Wordpress, or any other CMS

due Class 17 : informal crit : Wireframe
Class 19 : informal crit : Local Rough 1
Class 23 : informal crit : Local Rough 2
Class 26 : informal crit : Local Rough 3
Class 28 : crit : Present site live to class

com.post 1 Visual Design: Internet

com.post [Write Me]

description Mail Art. Send ras+e something through the post.
[The rule of mail art is it cannot damage other mail.]

components Arrive by post at least one day before class

specs ras+e
471 9th Ave. North
Apt. 4
St. Petersburg, FL 33701

due Class 03

com.post 2 Visual Design: Internet

com.post [Promise You'll Write]

description Mail Art. Send your partner something through the post.
[The rule of mail art is it cannot damage other mail.]

components Arrive by post at least one day before each class

specs 1 piece due weekly by post to your partner's mailing
address, with subsequent documentation [photo].

10 total pieces : 9 + the one to ras+e

One can be in email form, rest are made physical

due Ongoing : collect all 10
Class 16 : final crit : Bring all Mail Art + Documentation

com.post 3 Visual Design: Internet

com.post [Said the Shotgun to the Web]

description Semiotics. Using the pieces you've gotten from your stampsporting collaborator, spin your body of Mail Art into a functioning "language."

components Must be usable in class

specs Document, canonize, and utilize the language. Present the language in a way we can learn and use.

due Class 16 [in class presentations]

Biweekly 1 Visual Design: Internet

Instrumental

description 1. Make an instrument.
2. Make it public.
3. Document it.

Girl Talk and Beck are two popular musicians who obtain and "play" sounds.

components The instrument
The installation
The documentation

[Documentation includes video, photo, and sound bytes. As this is what you are handing in, all documentation needs to be edited and considered as a well crafted, well considered, record of a temporary piece.]

specs Must be playfutable.

due Class 05

Biweekly 2 Visual Design: Internet

Pranks

description And, your turn!

Inspired by Pranks! by V.Vale, and now having a general understanding of the difficulties in designing for the public's response to an interactive instrument, let's shift roles. A prank is a practical joke or mischievous act. In groups of three, design a prank that provides interactive social commentary.

components The prank
The documentation

[Documentation includes video, photo, and sound bytes. As this is what you are handing in, all documentation needs to be edited and considered as a well crafted, well considered, record of a temporary piece.]

specs Must be unexpected.
Must be enlightening.

due Class 09

Biweekly 3 Visual Design: Internet

me.idiom

description Sorry McLuhan, the medium is not it's message. Or
massage. Or mass age. Mess age, maybe. New technology
replaces old, and designers abandon the wreckage/
processes to the artists. With the tech demands of new
media, mediating languages like HTML and CSS tax the
designer's artsoul. What else is there to do but invent a
new medium?

components 1. The Medium: conceive, define, expand, make
2. The Interaction: use it, make it interactive, make it
accessible to users, test it, make it public

specs Surprise us.

due Class 12 : Medium
Class 14 : Interaction

Biweekly 4 Visual Design: Internet

Mediate Me

description This is personal. It may or may not include an apparatus.
It may or may not be mitigated.

It might be a performance, a prank, and it might scare.

Mediate an interaction with the class.

components Must include a clear + deliberate method of interaction
Has a purpose / agenda / process
Includes you + at least one other person
It's live

specs Performance art is not theater.

due Class 18 : Mediation is Live

Biweekly 5 Visual Design: Internet

Portrait of a Portrait

description Dear identity thief,

Pick someone, someone you know and / or cherishate. Track them and their trail. Take their publicness public: collection as portraiture. Utilize any social media source[s] to build a full-page autobiography.

Bring the socially promiscuous Frankie Stein to life.

Do not fail me.

-Big Boss

components 1] Written piece with separate documentation or notes indicating what came from where.
2] Translate the autobiography into another language and document or collect feedback. Can be a dialogue.

specs 1] about one page written content scissored into shape
2] translation/dialogue/feedback/documentation

[Do not use the person's real name on your paper, or other real names that would cause real-world problems.

due The data : Class 20
The living being : Class 22

Biweekly 6 Visual Design: Internet

app.lie

description Thinking about the Angry Birds touchscreen phenomena, conceive an app for the real. As in, "I'm touching this pulp" reality. Then translate it to the real.

The components and strategy of your app are open ended, but it must be logical and functional.

components 1] Half-page description + complete graphic illustration
2] Make the app real somehow. Document or bring to class to be played.

specs 1] Define, design, and articulate a game app
2] Translate into real life

due Class 24 : description + design
Class 26 : physical game

Notes 1 Visual Design: Internet

Web Stuff

host rankings <http://www.consumer-rankings.com/hosting/>
ras hosting <http://www.apollohosting.com/>
biggest hosting <http://www.godaddy.com/default.aspx>
cms http://en.wikipedia.org/wiki/List_of_content_management_systems
web 2.0 http://en.wikipedia.org/wiki/Web_2.0

Go Daddy -Search for a domain
-Wordpress hosting
-1 year

MAKE SURE YOU JOT DOWN YOUR DOMAIN NAME, FTP USER NAME + PASSWORD, WORDPRESS USER NAME + PASSWORD, AND GODADDY CUSTOMER # + PASSWORD. SAVE THIS INFO SOMEWHERE SAFE!

Fetch fetchsoftworks.com

Firebug getfirebug.com

w3schools w3schools.com

Typekit typekit.com

Font Squirrel fontsqurrel.com

Bringhurst www.webtypography.net/intro/

Wordpress PHP CMS

WP Backend /wp-admin/
.org and .com are NOT the same. .org is for your own hosting, .com is Wordpress hosted.

File Management .html .css "images" folder with 72dpi images
"save for web and devices"

HTML + CSS use my site as an example

Notes 2 Visual Design: Internet

HTML Open Source: Steal code wherever you can
Dreamweaver entry code
Intro <> </> Open / Close

```
<html> </html>
```

Header, Body, Footer sections
Nesting

```
<head> </head>
```

```
<title> GIVE IT A NAME </title> : goes inside Header
```

```
<body> EVERYTHING HAPPENS IN HERE </body>
```

```
<p> </p> paragraph tag
```

```
<h> </h> header tag
```

```
<a> </a> anchor tag
```

```
<br> </br> line break
```

```
<i> </i> italic <b> </b> bold
```

```
<a href="BLAH.HTML"> LINK NAME </a>
```

```
<a href="images/resume.pdf"> RESUME </a>
```

```
<!-- NOTES TO SELF DONT APPEAR -->
```

```
<div> </div> container tag
```

```
<div id="ID NAME"> </div>
```

```
<div class="CLASS NAME"> </div>
```

CSS Link to CSS in HTML doc

```
<link rel="stylesheet" type="text/css" href="NAME.css" />
```

ID #

CLASS .

{MUST HAVE ; after every attribute}

```
text-decoration: none;
```

```
outline: 0;
```

```
font-family: list fonts;
```

```
font-size: 13px;
```

```
color: #FFF;
```

```
font-weight: bolder;
```

```
background-color: #000;
```

```
a:link {color:#FFF; /* unvisited link */
        text-decoration: none;}
a:visited {color:#FFF; /* visited link */
           text-decoration: none}
a:hover {color:#000; /* mouse over link */
         text-decoration: none}
a:active {color:#cccc00; /* selected link */
         text-decoration: none}
```

```
width: 900px;
height: auto;
margin-left: auto;
margin-right: auto;
float: left;
padding-top: 30px;
padding-left: 36px;
letterspacing: 2px;
text-align: center;
border: 1px solid #333;
```