Arts & Entrepreneurship Intensive: Website Design for the Arts

THEA/MUS/ART 450-01 | Fall 2019

Class Location and Time:
Monday | 5:00-7:50PM from 8/22-9/23* | Bardo Arts Center Room 158

*Please note the specific course schedule in the details below.

Professor:
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Course Description: This Arts and Entrepreneurship Intensive, Website Design for the Arts, will be both academic and experiential. The course will encompass the basic study of website design, the analysis of industry-wide best practice, and the applied work of website development. The course will focus on establishing a baseline of design knowledge through webinars, reading, and design research. The final project is the creation of a website with a free online builder that will include a dynamic home page, about page, contact page, and one other page. Students will prepare a 10-20 minute in-class presentation about their website, which will be given during the final class.

Textbook(s): No textbook is required for this course. Webinars, case studies, infographics, and other materials will be provided to students by the professor at no cost. The website builder used is free for the first seven days.

Purpose of the Course: To provide students with a basic understanding of website designing for the arts and give them a finished product that they can utilize as an example of their work for the future.

Student Learning Outcomes:

- Students will develop an understanding of website design terms, including an elementary understanding of html code
- Students will acquire a selection of skills essential to building an engaging and user-friendly website

- Students will demonstrate their knowledge and understanding of basic website design principals by creating their own website
- Students will evaluate their work and others by presenting to the class

Assessment Measures: Students will be assessed before and after the course to measure their growth in competency based on understanding of terminology and basic website design principals

Evaluation Components and Grading Scale: Students will be evaluated on the completion of homework assignments and the final project. This is a pass/fail course; however, students must demonstrate competency in the learned material to pass the course. Homework assignments count for 50% of the course, the final website design counts for 50% of the grade.

Attendance Policy: Students are required to come to every class. If this is not possible, students must contact the professor for an extra credit assignment to fulfill the absence.

Special Requirement(s): Laptop required for this course.

Final Project Details: Each student will choose a focus for their website such as a personal artist/performer website, a website for a fictitious arts organization, a website for an arts organization that seriously needs an upgrade. The website must include the following:

- Create your account at Weebly.com and choose your basic design layout to help guide your website creation
- Create at least four pages - a home page, about page, contact page, and one other page of your choosing – ensure they are linked properly on your navigation menu
  - You do not need to call these pages "home/about/contact/etc" you can give them other titles if desired, but the content needs to be what is normally found on those pages. For example, you could call "about" page "my story" or something similar
- A **home page** with different features/elements on the page
  - Required: A main navigation menu
  - Header and sub-header
  - Descriptive text of some sort

- Choose at minimum of three additional features: videos, buttons, links, images, image-based informational callouts, icons, animation, social media channel feed/widget, or another feature approved by the professor
- An **about pag**e that will describe the following:
  - Who you are and the type of work you do/what the organization is and its mission
  - Your background/organizations history
  - A section related to future projects/goals/new initiatives
- A basic **contact page** with information on how to reach you or the organization, a working contact submission form that goes to your current email to test it fully, social media channels (these can be fictitious), and a map to your location if applicable.

*Detailed Class Schedule & Homework Assignments
August 22 – September 23, 2019 | 5-7:50PM | Bardo Arts Center Room 158

- Monday, August 19
  - Focus: review the syllabus and the final project. Exploring a series of both good and bad website examples.
  - Reading/Video: Watch video, review infographic, and read article – linked in website
  - Homework: Find examples of websites. Find two examples of websites that you truly enjoy and write a 3-5 sentence paragraph about each website highlighting what features make being on that website a positive experience. Find two examples of websites you do not enjoy being on and write a 3-5 sentence paragraph about each website on the reason you did not like the website and what they could do to improve.

- Monday, August 29
  - Focus: go over basic website terms, what makes a website user friendly, and some elements of html code that are beneficial to understand
  - Reading/Video: Watch video on understanding website terms and review the glossary of terms at the websites included in blackboard
  - Homework: Sign-up for a free 7-day trial account (no credit card required) at CodeAcademy.com and take at least these three courses:
    - Introduction to HTML
    - HTML Document Standards
    - CSS-colors

- CSS-typography

- Monday, September 2 – ***LABOR DAY, NO CLASS***

- Monday, September 9
  - Focus: review the final project, explore themes and options on Weebly.com, and begin building your website
  - Reading/Video: Watch video on what make a positive or negative user experience and read infographic on website trends
  - Homework: Research similar websites to the style you are building for inspiration. Gathering ideas from the multitude of websites and themes out there is always a great place to start crafting your own concept. Really explore these websites, click for links – look for smart choices, look for errors, look for things that break or do not work the way you would expect to guide your website planning. Also note websites that you liked for use in your presentation.

- Monday, September 16 - ***WE WILL NOT MEET AS A CLASS THIS DAY, DETAILS BELOW***
  This time will be utilized as a standing work time to ensure the completion of your website and presentation, which will be due in class on Monday, September 23, 2019.

- Monday, September 23: Class presentations
  - Each student will prepare a 10-20 minute presentation that will walk us through their website and will include the following:
    - Show a series of websites that inspired you to choose specific features (show examples)
    - Explain your overall design concept
    - Explain why you chose certain features and show us each feature chosen
    - Detail the steps you took to make your website user-friendly