

DES 303: Web Design (Section 33451)

Units: 2

Spring 2025

Friday

3pm-5:40pm

Location: WAH6

Instructor: Ginamahre Fulton

Office Hours: Mon-Wed 10am-12pm- Open Virtually

Contact Info: gfulton@usc.edu

(Emails will be returned within 48 hours)

IT Help: Roski IT

Contact Info: roskiit@usc.edu

Course Description

DES 303 Web Design is a workshop-based course that focuses on software applications in design and web design. Students seeking to extend their art and/or design practice to include the web as both a stage and a medium will gain valuable experience through this course to integrate visual design, information design, interaction design, and creative coding. This course surveys and applies approaches of making art, developing web-based presentation, and communicating information via the Internet by exploring methods, software, tools, and technologies including HTML5, CSS3, JavaScript, PHP, virtual reality, and augmented reality. Students learn methods and tools to design, develop, and publish content and web experiences, working in collaborative and individual approaches designed to stimulate both critical and creative practice. Class activity includes lectures, demonstrations, assignment work, project work, and critique. Students will be given exercises, projects, research, and reading to be completed during and outside of class. This is a design studio course, and projects are graded on execution of process as well as outcome.

Prerequisite(s): ACAD 177, DES 203 or, FADN 203

Co-Requisite(s): None

Concurrent Enrollment: None

Learning Objectives

- Explore the most effective and current tools used in creating web experiences.
- Explore the tools and techniques available through web development programs.
- Raise awareness about art and design and its implementation in the web experience.
- Critically analyze and evaluate website designs and web experiences.
- Create a personal website showcasing student's work by using responsive web design.
- Create a collaborative website demonstrating the student's ability to contribute to a team project.
- Create web art demonstrating the student's ability to imagine the web as an artistic medium.
- Cultivate a practical understanding of web authoring and related graphic programs and to explore best practices for creating websites and the digital content.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Course Schedule: A Weekly Breakdown

A detailed course schedule is available on the course website.

The course schedule is subject to modification at instructor discretion. Modifications to the course schedule are announced via Blackboard and are updated on the course schedule.

Course Website

This course makes extensive use of USC's Brightspace platform to organize course content and manage coursework

submissions. All students registered in the course have access to the companion course website via USC Brightspace portal at <https://brightspace.usc.edu>. All topics, activities, readings, homework, assignments, and projects noted in the following course schedule are detailed in the course website.

Course Notes

- Ask questions! If a topic or method being demonstrated is initially unclear or confusing, it is your responsibility to communicate with the instructor so that any issues can be clarified and/or resolved.
- This is a hands-on, project-based course. We will be learning through the context of working on projects.
- Group critiques and class discussions are a vital part of this course. They allow students to practice the formal vocabulary necessary to communicate ideas relevant to art and design, as well as provide feedback on the work. Participation in group critique factors into the grade for every assignment.
- In some cases, critique, feedback, and troubleshooting cannot be effectively conveyed through email. Please email the professor to arrange a meeting during scheduled office hours to address issues in such cases.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected

of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Technological Proficiency and Required Hardware, Software, and other Resources

- Internet connection and a computer that can access the web. Most Internet-capable Macs, PCs, or Chromebooks are sufficient for the hardware demands of this course.
- Access to USC Blackboard.
- Access to USC Zoom.
- Web editor of choice. Suggested: Atom, Brackets, Sublime, Komodo Edit, NotePad++, TextEdit
- FTP client of choice. Suggested: Cyberduck, FileZilla, Transmit, WS FTP
- Web browsers of choice: Suggested: Mozilla Firefox, Google Chrome
- Image editor. Adobe Photoshop, GIMP, Photopea
- XR development: A-Frame, Spark Studio
- Code resource platforms: GitHub, CodePen, Code Your Heart Out
- Domain registry account. Suggested: Namecheap, GoDaddy, HostGator

Course Expectations

Students are expected to utilize web design research highlighted within the course in the development of example exercises, finished projects, and a web portfolio showcase. As we progress through the weeks, you are expected to update your personal link on the class site to submit your completed assignments. All critiques and check-in's will require that your student submission link is up and working before the start of class using Cyberduck. (Note: Issues with Cyberduck on "unsecure" networks like your home wifi may be an issue. Upload all work using the USC Secure wifi if you run into problems accessing our class server through Cyberduck.

Hardware:

- A computer is necessary for this course with ideally 16GB or more memory and good graphics card.

Required Readings and Supplementary Materials

- Selected readings will be provided via Blackboard.
- USC LinkedIn Learning will be used in conjunction with the course.
- Specific links will be provided with each module.
- W3Schools: <https://w3schools.com>
- Free Code Camp: <https://freeCodeCamp.org>
- CSS-Tricks: <https://css-tricks.com>
- MDN Web Docs: <https://developer.mozilla.org/en-US/>

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Artwork Documentation Request

At the close of the semester, all 300- and 400-level students are required to submit reproduction quality documentation of two projects via Dropbox for the Roski Archives. Students will receive an invitation to a shared Dropbox folder via USC email. Images and caption list must be uploaded before the end of the Finals period. Dropbox invites will repeat directions below. In short, we request high resolution image files for two significant works.

1. WORD DOC (includes captions for each work.) One doc for each course.

Title the word doc as follows: Last name, first name, semester, course, instructor
(Example: Doe_Jane_FA19_ART330_Koblitz.doc)

All works in word doc MUST include file, date, medium (tangible items used in making the artwork), dimensions (in inches)

Example:

Best Work Thus Far, 2018 inkjet print
30 x 40 inches

2. HI RES/HIGH QUALITY IMAGE FILES (jpg, tif, PDF)

Image files must be Titled as follows: Last Name_First Name_Title.extension
(Example: Doe_Jane_BestPieceThusFar_.tiff)

Grading Breakdown

Assessment Tool (assignments)	Points	% of Grade
Projects		60
Assignments/ HW		20
Participation		10
Attendance		10
TOTAL		100

Grading Scale

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

All coursework submissions are managed through the course's Blackboard website. See the course schedule for the assignment schedule. Submit work via the assignment's Blackboard discussion forum. If you will require an extension, please contact me before the project is due. Projects must be submitted via Blackboard only.

Grading Timeline

Grades are recorded and documented during the midterm point of the course and the final grading period. Students can inquire about their current grade at any point during the semester. Notes are made during project submission and critique. Project grades will be posted no later than two weeks after the due date, via Blackboard. In-class assessment of projects will be completed during the class critiques.

Attendance

- After missing the rough equivalent of 10% of regular class meetings (3 classes if the course meets twice per week and 2 classes if the course meets once per week) the student's grade and ability to complete the course will be negatively impacted.
- Tardiness can accumulate and become equivalent to an absence.

Participation and attendance policy COVID situation:

Participation: 10% of your grade for the course

All students are expected to engage in class discussion. Students must complete required readings before the class meeting in order to participate in discussion. This includes the viewing of videos and other media.

Attendance policy:

As this is an online only course. Participation is REQUIRED for every class meeting. You are expected to show up every class, on time, prepared, and engaged. Students who miss more than 2 classes without a medical excuse or family emergency in writing will receive a deduction of half a letter grade for the course; a further half grade will be deducted for each 2 additional classes missed. Students who have more than 5 unexcused absences (i.e., those absences that have not been cleared with professor) will receive a failing grade for the course. Habitual tardiness is not acceptable. Three tardies equals one absence, with consequences as above.

***You must email your instructor ahead of the beginning of the semester if you have any issues attending every class synchronously and using your computer video camera to be visible during class. If you have an issue only for one or two classes, make arrangements before the class begins.

Course Schedule: A Weekly Breakdown

(Please note: Calendar is subject to change; it is the student’s responsibility to keep up with the current schedule.)

	Topics/Daily Activities	Readings/Preparation	Deliverables
Week 1	<p>-Course Introduction</p> <p>Working with Visual Studio Code</p> <p>Cyberduck class set-up</p> <p>Basic image asset format: GIF/JPG/PNG</p> <p>Web image editing tools: Photoshop/GIMP/Photopea</p>	<p><i>Read the following article:</i></p> <p><i>Tom McCormack,</i></p> <p><u>“Emoticon, Emoji, Text II: Just ASCII,”</u> <i>Rhizome</i></p> <p><i>(2013).</i></p>	<p>Visual Studio setups</p> <p>Basic web graphics production</p> <p>Image hosting setups</p>
Week 2	<p>Introduction to HTML5</p> <p>Breaking down the world's most dominant web design pattern</p> <p>Design for the web's major eras</p>	<p>- Working with Visual Studio</p> <p>-Customization and add-ons</p>	<p>Setting up our Cyberduck pages</p>
Week 3	<p>Designing for the web: A survey of approaches</p> <p>Frontend concepts: Content and experience</p> <p>Backend concepts: Content and data</p>	<p>Introduction to coding HTML5</p> <p>Introduction to coding CSS</p> <p>One-page scroller layout</p>	<p>One page scroller layout</p> <p>FreeCodeCamp web design certification</p> <p>w3schools web design certification</p>
Week 4	<p>Designing experiences with web media assets</p>	<p>Image animation, transparency and basic image compositing</p> <p>Web media asset for motion: MP4</p> <p>Web media asset for audio: MP3</p> <p>Designing links on media assets</p>	<p>Interactive web graphics production</p> <p>Video embed layout</p> <p>Audio embed layout</p> <p>Speakerphone web app design.</p>

<p>Week 5</p>	<p>Interactive web design essentials Exercise Brief Use only HTML5 Semantic Tag DIV (Document Division) elements with background- color, border, height, margin, padding, and width specifications in a linked CSS stylesheet to create at least three (3) digital works of art forgery on three (3) separate webpages.</p>	<p>Working with JavaScript libraries HTML form design</p>	<p>The dimensions of the work must be responsive to the browser window (i.e. they should not be composed with fixed-width wrappers) and all of the elements on the page should be interactive with a background-color change in response to the user's hover.</p>
<p>Week 6</p>	<p>Layering, compositing, and sequencing Behind all web design: Working with web servers</p>	<p>FTP client Design applications of CSS position HTML5 space-based design techniques</p>	<p>Hello sandbox HTML visual composite studies</p>
<p>Week 7</p>	<p>Web genres and Collaborative design</p>	<p>Defining viewport for RWD CSS stylesheet methods for RWD CSS media query CSS flexbox Figma menu-driven web page sets</p>	<p>Responsive redesign Responsive layout studies Figma setups Atom setups Multipage website essentials Domain name research</p>
<p>Week 8</p>	<p>Social web design praxis</p>	<p>HTML5 time-based design techniques Server-side includes Utilizing web server infrastructure Working with Atom Domain name research</p>	<p>CSS animation studies</p>

Week 9	Web Design for Web Extended Reality (XR)	A-Frame design workflow	GSAP Intro
Week 10	Web design for Augmented Reality (AR)	Spark AR Studio design workflow	Instagram AR filter design
Week 11	Introduction to Three.js	Using open source 3D resources, we will discuss the integration of 3D models into our web design practice using Three.js	Begin working on Three.js Assignment
Week 12	Three.js workflow	<i>As a class, we will review the uses of Three.js in our web concepts and possible uses in our final portfolio</i>	Finalize Three.js assignment
Week 13	<p>- <i>Design lab</i></p> <p>Your final project website must be uploaded at the beginning of your scheduled final exam. Late submissions will not be accepted.</p> <p><i>Professional practice standards (functional directory folder structure, no broken links, bandwidth- appropriate file sizes) Your personal ASCII logo/brand hidden in <!-- comment tags --> in the <head> on all pages</i></p>	<p><i>Project #3: "Web Portfolio" (20 points) Due Finals Week Design Brief Design a website to showcase your web design portfolio (feel free to use this website as a showcase for projects from other classes, as well, such as graphic design, fine art, photography, music, etc.)</i></p> <p><i>This website should replace your current index.html file in your root directory, and it must include:</i></p>	Work on final project
Week 14	Final portfolio check-in and class review	Final portfolio check-in and class review	Final portfolio check-in and class review
Week 15	<p>Web Portfolio Final Critique</p> <p>Your final project website must be uploaded at the beginning of your scheduled final exam. Late submissions will not be accepted.</p>	Web Portfolio Final Critique	Web Portfolio Final Critique

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (formerly DSP) - (213) 740-0776
<https://osas.usc.edu/>

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information

