



P A R K L A N D C O L L E G E

To: CSC 239 Students
From: Paul Young
Date: June 18, 2009
Subject: Welcome

Welcome to Web Design III. Please record the following for your records:

- Class web site: <http://virtual.parkland.edu/pyoung/csc/239/>
- D207 lab key: _____
- Internet server address: <http://gds.parkland.edu/student/summer09/csc239/> _____
- Internet server login: **student**
- Internet server password: _____

This is the third in a series of three courses in web design and development. Three courses are required because learning web design is a challenge with a steep learning curve. To do web design well, a student has to draw upon many disciplines and experiences: art, technology, design, photography, typography, color, visual communication, marketing, information architecture, scripting, and more. Most successful professionals working in web design specialize as a designer or a developer. However, in a small community like ours, there is room for people who do both well. Competition in the design and marketing communications fields are tough. Therefore, you should strive to do your best when creating work for your portfolio.

The focus of this course is project-based learning in a real-world environment. You will be working on real projects with real clients who have real needs. You will also be collaborating with your classmates and working on teams. Each project is an opportunity to add another sample to your portfolio. In order to obtain employment as a web designer, you need to have a portfolio of about 5 to 10 professionally-designed web sites. Your portfolio should also be published online under your own domain name.

Developing web sites requires a mastery of technology. Although there are technical exercises as part of the coursework in this class, real software skills are learned through practice, exploration, trial and error. There is not enough time in class to cover all the features of Dreamweaver or Flash, even in three semesters. Therefore, we prefer to teach software concepts (why things work the way they do) so that you can begin to explore on your own.

Because this class will be taught as a studio class, I will be expecting your work to have a high level of craftsmanship. I am aware that there are different students with different learning preferences. If you are having difficulties learning the material being presented in this class, I highly encourage you to see me during my office hour (immediately after this class). My personal goal is to make sure that each and every one of you have a fulfilling learning experience here at Parkland. Let's have a great time doing that.

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