

American University of Beirut  
Department of Architecture and Design  
Spring 2004 | instructor: Lena Merhej |  
Course: Design for the Web

## **Course Overview**

This course focuses on the principals, strategies and techniques of web design. Students will learn to create a web page using HTML, and acknowledge the limits and the possibilities of web browsers using optimized images and text. Again, students will be introduced to basic concepts of programming and will be exposed to methodologies of designing for the web, more specifically non-linear animation and interface construction using Action script.

This class implements the designer's knowledge, flexibility, and confidence of working for the web, using images, animations, sound, and type. It aims at offering students an environment where they can experiment and exchange with technology, and most importantly learning the backend in conjunction with the front-end.

## **Detailed Course Outline**

### **Overview of the web content**

Web pages and web visualizations  
Site Structures and information architecture  
Links and hyperlinks  
Uploading and file organisation

### **Page Properties: the basics of building a web page using HTML**

#### Page development Overview

Properties Inspector, Page Content, Formatting Text  
Using HTML Styles , Creating Lists , Controlled Line Spacing , Web Page Properties , Page, Backgrounds - Color/Images  
Background Sounds , Margins , Working with layers , Alternative Text and META tag.

#### Creating Tables

Inserting Tables , Formatting Table Text , Selecting Table Elements , Formatting Cells , Adding Table Content , Nesting  
Tables

#### Frames

Framesets, Predefined Framesets, Nested Frames , Frames Inspector, Frames Properties  
Designing Templates Behaviours & Plug Ins  
Behaviours Inspector, Attaching Behaviours

#### Web Images and multimedia content

Using Images, Optimising images, Image cutting, Gif animation and rollover, Applying behaviours to Images, Image maps  
Flash Movies (insertion)

### **Flash Actionscript**

Timeline animation using vector graphics, bitmap images, type and sound,  
Interface Techniques using buttons, drag and drop interactivity and custom cursors,  
Intro to Object-Oriented Programming: objects, properties and methods

### **Bibliography:**

concepts and terms:  
interactivity. interface. category.continuum.time.location.space. position .direction.  
potential.state.action.transition.closure.continuanance.proximity.similarity.diagram.structure.  
narrative.

*The Interface*, by Lev. Manovich  
*Interface Culture*, by Steven Johnson (*The Desktop*)  
*Being Digital*, by Nicholas Negroponte (*Graphical Persona*)  
*Just an Old Fashioned Digital Designer* by Peter Hall  
*Interactive Design* by Janet Murray  
*Sequences* by Bernard Tschumi  
*Data Dynamics*, by the Whitney Museum of American Art

## **Projects**

Students will develop their own website, based on readings and discussions in class. Students are required to post all the work relevant to the class on their WebPages, including reading notes and comments, research, as well as class exercises and projects.

### **Assignment # 1: 04.03.04**

Based on the discussions in class, research and develop a website according to the following guidelines:

- Make three sketches of content, structure and layout.
- Using HTML, design a front page that links to two sub pages, one that contains your class work and sketches, and one that links to collected material and research (including notes, photographs, links..).

### **Assignment # 2: 30.04.04**

- Using dream weaver, update and finalize your website structure and navigation. Fine tune FrontPage and sub pages.
- 15 minute quiz

### **Assignment # 3: 04.05.04**

Using flash, make a page with four buttons that links to:

To a Url, to your website, to another flash movie, and to a sub scene in your flash movie.

### **Assignment # 4: 20.05.04**

Choose to design and program any of the following flash applications:

Slide projector, music jukebox, drag and drop matching game.

## **Software**

HTML, Macromedia Dreamweaver, Adobe ImageReady, Macromedia Flash MX,

## **Requirement**

Students should have a design background. They are required to have a basic knowledge of Adobe Photoshop and Illustrator.