

# INFORMATION DESIGN

FALL 2016 | ASH 145

## WEEKLY SCHEDULE

### **DROPBOX.COM**

All assignments should be submitted through [dropbox.com](https://www.dropbox.com). You will need to create an account at dropbox.com in order to submit your assignments. This account is free and comes with 2 GB of storage. You will receive an invitation to join the shared folder from me shortly before the semester begins or by the first night of class.

I have created a course folder called Information Design Fall 2016 with a subfolder called Students, which includes a subfolder for each of you. Within your student folder are several folders, one for each of the individual deliverables. Inside each of those folders is another folder called Ready for Grading. I will assume that any documents placed in this folder are ready to be graded.

You can use dropbox in two ways: 1) Access it through the website or 2) download and install the dropbox client, which creates a drive on your computer like any other drive. You will not be able to download the dropbox client if you are not using your own computer.

Because I need to provide you all access to the course dropbox folder (Information Design Fall 2016), which will include multiple folders with materials necessary for the class (e.g., worksheets, readings, and so on) and which includes students' folders, everyone will have access to everyone else's folder. We will work on the honor system and agree that no one will go into someone else's folder without permission.

### **LEGEND FOR RECOMMENDED TEXTS**

H&G: *White Space is Not Your Enemy*

BF: *Responsive Web Design with HTML5 and CSS3*

SC: *InDesign CC: Visual QuickStart Guide*

W&L: *Photoshop CC: Visual QuickStart Guide*

N&S: *Dreamweaver CC: Visual QuickStart Guide*

C&H: *HTML and CSS: Visual Quickstart Guide*

TB: Instructor Materials

Additional readings available in dropbox

I reserve the right to make changes to the weekly schedule as needed for the class.

### **ASSIGNMENTS**

You can find all assignment descriptions under Deliverables.

### **Instructor Information**

Dr. Tracy Bridgeford

[tbridgeford@unomaha.edu](mailto:tbridgeford@unomaha.edu)

Office: ASH 192A

Office Phone: 402.554.3312

Office hours: Mondays from  
2:00-3:00 and by  
appointment

# AUGUST

Week 1	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
22	Introduction to the Class; Principles of Design; Learning Software  <b>Hands on:</b> InDesign Tutorial	<b>TB:</b> Syllabus website <b>H&amp;G:</b> Chapter 1 (What is Design?)  <b>Redish:</b> What is Information Design? (available in dropbox → Course Readings)	Response to the Syllabus Memo to Instructor

Week 2	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
29	Print journal assigned; Layout Sins, Text & Fonts  <b>Hands On:</b> Layout Evaluation; Text Analysis	<b>H&amp;G:</b> Chapter 4 (Layout Sins) & 7 (Type) <b>TB:</b> Print Journal Assignment <b>Williams:</b> Readability and Legibility (available in dropbox → Course Readings) <b>SC (Optional):</b> Chapters 1, 2 & 3 "Getting Started" and "Document Setup" & "Basic Text"	Start collecting examples of the layout sins and bring them to class on the 12 <sup>th</sup>

# SEPTEMBER

Week 3	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
5	LABOR DAY: NO CLASS	<b>H&amp;G:</b> Chapter 5 (Mini Art School) & 6 (Layout) <b>Bernhardt:</b> Seeing the Text <b>H&amp;G:</b> Creating Visual Hierarchy with Type, and Using Gestalt Theory to Guide Layout <a href="#">videos</a>	<b>H&amp;G:</b> Try This Exercises #1 & #3 (p. 80); write a paragraph for each exercise  Bernhardt response (about 2-3 good sized paragraphs)

Week 4	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
12	Mini Art School; Layout Sins; Bernhardt Discussion  <b>Hands On:</b> Thumbnails for print journal	<b>H&amp;G:</b> Chapter 3 (Works-Every-Time Layout) <b>H&amp;G:</b> Works-Every-Time Layout <a href="#">video</a> <b>SC (Optional):</b> 4 (Working with Objects) & Chapters 13 (Tabs and Tables)	Redesigned European Conference flyer or Synergy Course flyer (text and image is available in dropbox → Week 4 Folder (feel free to find your own images)  Show Layout Sins Examples

Week 5	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
19	<b>Hands on:</b> Workshop	<b>H&amp;G:</b> Review previous chapters	Nothing

Week 6	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
26	Photoshop Tutorial (we'll be creating the And the Winner Isn't Website layout so you might copy all the images you'll need from dropbox onto a flash drive)	<b>W&amp;L (Optional):</b> Chapter 2 (Creating Files), Chapter 8 (Layer Essentials), Chapter 9 (Selections), Chapter 18 (Filters), & Chapter 19 (Type)	Print Journal to dropbox by Friday, September 30 <sup>rd</sup> at 5:00 pm

## OCTOBER

Week 7	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
3	Understanding responsive web design  Anatomy of HTML and CSS  <b>Hands on:</b> Website Analysis Exercise; Organizational schema for folders and files; Dreamweaver tutorial	<b>BF:</b> Chapter 1 (Getting Started)  <b>TB:</b> And the Winner Isn't website assignment  <b>Williams:</b> Cascading Style Sheets (available dropbox → Course Readings)  <b>Marcotte (Optional):</b> <a href="#">Responsive Web Design</a>  <b>N&amp;S (Optional):</b> Chapter 1 (Starting Your First Site), 2 (Building Your First Page), & 3 (Building Your First Page)  <b>C&amp;H (Optional):</b> Chapter 2 ("Organizing Files" p. 37 and Viewing Your Page in a Browser p. 38), Chapter 12 (Building Responsive Webpages)	Example Sites: <a href="http://alistapart.com/d/responsive-web-design/ex/ex-site-flexible.html">http://alistapart.com/d/responsive-web-design/ex/ex-site-flexible.html</a>  <a href="http://andthewinnerisn't.com">andthewinnerisn't.com</a> (Try them on your phone as well.)  Start building the And the Winner Isn't website by following along in the Frain book (Be sure to read the notes at the end of the Deliverables document for Frain's book and how we'll be using it)

Week 8	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
10	Responsive Layout (What are we creating?); Inserting Images  <b>Hands on:</b> Phone view; Media Queries (p. 37)	<b>BF:</b> Chapters 2 (Fluid Layouts) & 3 (Media Queries)  <b>N&amp;S (Optional):</b> Chapter 4 (Adding Text to Your Pages) & Chapter 5 (Including Images & Media)  <b>C&amp;H (Optional):</b> Chapter 5 (Images), Chapter 11 (Layout)	Continue building the And the Winner Isn't website

		with Styles), Review Chapter 12 (Building Responsive Webpages)	
--	--	--	--

Week 9	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
17-18	FALL BREAK: NO CLASS		Continue working on And The Winner Isn't website

Week 10	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
24	Styling with CSS; Web Fonts, Tables/Table Display  <b>Hands on:</b> Creating Tables v. Table Display; Web fonts and @Font-face	<b>BF:</b> Chapter 4 (HTML 5 for Responsive Designs) & Chapter 5 (CSS3: Selectors, Typography, and Color Modes)  <b>N&amp;S (Optional):</b> Chapter 9 (Managing Styles), Chapter 8 (Using Styles for Layout), & Chapter 9 (Managing Styles) (optional)  <b>C&amp;H (Optional):</b> Chapter 8 (Working with Style Sheets), Chapter 9 (Defining Selectors), Chapter 10 (Formatting Text with Styles), Chapter 11 (Layout with Styles), & Chapter 13 (Working with Web Fonts)	Finish And the Winner Isn't website by Friday, October 28 <sup>th</sup> at 5:00 pm

Week 11	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
31	Online Journal Assigned; Pitch Night  <b>Hands-on:</b> Begin collaborating	<b>TB:</b> Online Journal Assignment	Pitch (Informal)

## NOVEMBER

Week 12	In Class	Reading Due Before Class	Deliverables Due to Dropbox BEFORE Class
7	Shadows & Gradients, Animations  <b>Hands on:</b> Continuing Collaborating	<b>BF:</b> Chapter 6 (Stunning Aesthetics with CSS3) & 7 (CSS3 Transitions, Transformations, and Animations)	Continue working on your online journal  We'll be adding to our And the Winner Isn't websites to add shadows and animations

<b>Week 13</b>	<b>In Class</b>	<b>Reading Due Before Class</b>	<b>Deliverables Due to Dropbox BEFORE Class</b>
14	Workshop <b>Hands on:</b> Continuing Collaborating	Carliner (Available in dropbox→Course Readings)	Continue working on your online journal

<b>Week 14</b>	<b>In Class</b>	<b>Reading Due Before Class</b>	<b>Deliverables Due to Dropbox BEFORE Class</b>
21	Workshop <b>Hands on:</b> Continuing Collaborating	Nothing	Continue working on your online journal

<b>Week 15</b>	<b>In Class</b>	<b>Reading Due Before Class</b>	<b>Deliverables Due to Dropbox BEFORE Class</b>
28	<b>Hands on:</b> Peer Review Workshop	None	Completed website as much as possible for peer review

## DECEMBER

<b>Week 16</b>	<b>In Class</b>	<b>Reading Due Before Class</b>	<b>Deliverables Due to Dropbox BEFORE Class</b>
5	Presentations	None	Presentation
12-15	FINALS WEEK		Online Journal and all ancillary documents due by Monday, December 12 <sup>th</sup> at 5:00 p.m.