# CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
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</thead>
<tbody>
<tr>
<td>HW - options for your site are due.</td>
<td>HW - 1 creative brief is due.</td>
<td>HW - site map and wireframes are due.</td>
<td>Lesson: Designing on paper and in Photoshop.</td>
<td>HW - 3 home pg. comps - round 1 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
<td>HW - 3 home pg. comps - round 2 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
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<tr>
<td>Lesson: Creative Brief</td>
<td>Lesson: Site Map &amp; wireframes</td>
<td>Lesson: Design Tips</td>
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<td>CRITIQUE</td>
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<td>WORK DAY</td>
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<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
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<tbody>
<tr>
<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
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<tr>
<td>MID-TERM - all final comps due.</td>
<td>HW - coded home page is due.</td>
<td>HW - coded sub page template is due.</td>
<td>QA Test DAY - 1st draft of coded site is due</td>
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<tr>
<td>CRITIQUE</td>
<td>NO CLASS - CHRIS ON MAINLAND</td>
<td>NO CLASS - ELECTION DAY</td>
<td>NO CLASS - VETERANS DAY</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
</tr>
</tbody>
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EXAMPLES

- Sander Architects
  - http://www.sander-architects.com
- Tahiti Vacation
  - http://www.tahitivacation.com
- Stock Photography
  - http://creative.gettyimages.com
  - http://gettyimages.com/photonica
  - http://pro.corbis.com
AGENDA

• Continue working on your 1st round of designs
  • By now you should have started a psd for each theme and have begun designing.
LESSON

• Mood Boards
  • What are they? What are they good for?
• Photoshop Techniques
  • Review of how to set up your document
  • How to take advantage of the marquee tool vs. rectangle tool
  • Using Masks
    • For shapes
    • For Images
  • Using Layer effects
    • Drop shadow
    • Stroke
  • Labelling your layers & using color labels in Photoshop
ASSIGNMENT

• Home page comps/mock-ups – round #1
  • assignment:
    • Based upon your research, your creative brief, site map, and wireframes, choose a few different themes (minimum of three) that will act as design directions for the visual execution of your client’s site interface. An example of a theme may be “a highly technological and mechanical look using metallic edges, cool colors, and stock photography”. The title of this execution, or visual design direction could be “Tech Blue Photo” Another theme may be “Simple Black and White Bars”. Once you have established three or more themes to follow, execute each by creating a home page comp (short for comprehensive) – a comp is a layout prepared to resemble, as closely as possible, the finished project.
ASSIGNMENT

- Home page comps/mock-ups – round #1
  - purpose/objective:
    - To experiment visually by taking risks.
    - To analyze basic information structures and demonstrate the ability to research topics and organize ideas into comprehensive information hierarchies.
    - To research, analyze and demonstrate Web page and site design incorporating the available typographic characteristics available in CCS.
    - To analyze user-centered design that demonstrates a need for CCS.
    - To apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments.
    - To defend the conceptual merits of your own designs.
ASSIGNMENT

• Home page comps/mock-ups – round #1
  • format:
  • no less than three designs in three different thematic directions. You may use a combination of photoshop and illustrator to execute your graphical design elements digitally, but ultimately your final layout should be in Photoshop. Use lorem ipsums in the place of any copy not yet written.

• technical details:
  • A minimum of 3 JPEG images in three different thematic directions – (12000 x 800 pixels in dimension, 100% max quality compression). Post a link to the images (jpegs) off your main class web page before class begins.