

# DESIGN **MEDIA** LAB II

Week 02

February 06

# Review **Assignment 01**

## **Basic Web Skills**

Review file management for the web (local and remote copies, in real life and on XARTS)

File formats

(jpg, png, gif, html, css, fla vs swf, fcp vs mov, etc.)

Site maps/ web site planning tools

Uploading on the XARTS server

Standard screen sizes for web work

Differences in Browsers

Index page / View Source

Favicon [<http://www.favicongenerator.com/>]

Proper image resolution/ size for web

Images with transparent backgrounds (gif)

HTML, XHTML and XML, PHP

Uploading to other servers  
(Fetch, FTP)

## Review **Assignment 01**

1. you will be placed in pairs
2. present your research to each other
3. discuss what you have planned and share your ideas, sketches and content with each other.
4. present the other persons research back to the class.
5. discover how your concepts and plans are being communicated.

## **Assignment 01 Basic Computing Skills for Mac OS Part 01**

Consider what do you would like to build with the design media skills you will be learning. Assignments completed in this lab will provide you with the skills to build a SIMPLE web site.

The assignments in this class will guide you to create and maintain your own web portfolio on the XARTS server.

In 3-5 paragraphs, describe why the site you want to build is needed. Discuss what you want it to do and how you want it to “look.” How do you imagine the site to be?

## **Assignment 01** Part 02

List elements you want to include [previous projects from other classes, photographs, links, video, animations.]

Define the following and explain why the particular formats are used:  
File formats (psd, ai, indd, pdf, jpg, tiff, gif, eps)

Consider this as you prepare your files for your site. Answer the following:  
What is the difference between vectors vs. pixels? How and when you would use each? What is the difference between RBG vs. CMYK? How and when you would use each?

### **Assignment 01** Part 03

Prepare 3 - 5 sketches of layouts for your site.  
Use the provided sketch templates.

These are to be rough or working files and will serve as a map or guide as you develop the contents of the site.

### **Assignment 01** Part 04

Begin to collect assets or visual elements for your site. Bring at least 5 files to work with for class next week.

All parts of Assignment 01 will be turned in on 02/05 for evaluation. Make certain you have your name on each component you turn in.



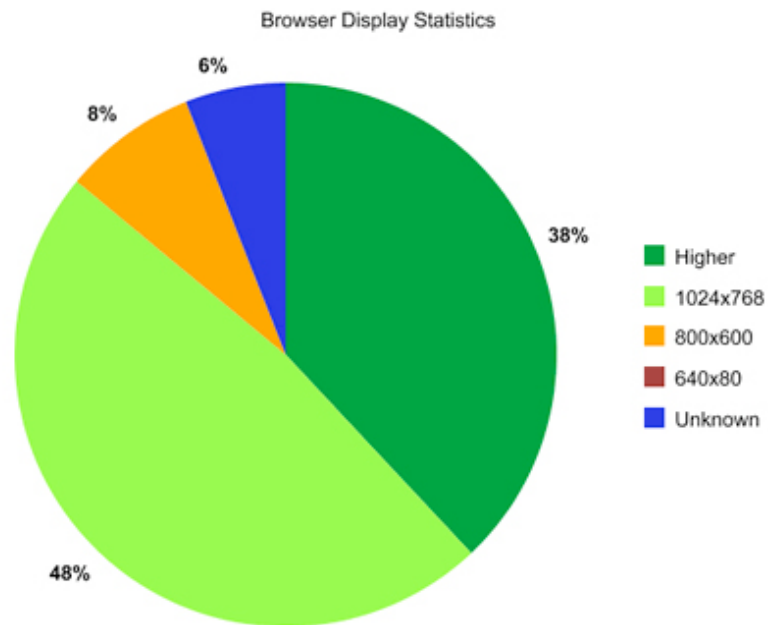
Review file management for the web  
(local and remote copies, in real life and on XARTS)

View Source

File formats  
(jpg, png, gif, html, css, fla vs swf, fcp vs mov, etc.)

Site maps/ web site planning tools

# Standard screen sizes for web work



[http://www.w3schools.com/browsers/browsers\\_display.asp](http://www.w3schools.com/browsers/browsers_display.asp)

## Web Page Layout Size

The graphic safe area dimensions for printing layouts and for page layouts designed to use the maximum width of 800 x 600 screens are shown below:

Graphic “safe area” dimensions for layouts designed to print well:

Maximum width = 560 pixels

Maximum height = 410 pixels (visible without scrolling)

Graphic “safe area” dimensions for layouts designed for 800 x 600 screens:

Maximum width = 760 pixels

Maximum height = 410 pixels (visible without scrolling)

<http://webstyleguide.com/page/dimensions.html>

<http://www.dibbern.com/build-a-website/web-definition-page-length.htm>

Differences in Browsers

Index page / View Source

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<http://xarts.usfca.edu/~rbegenhoefer/DreamweaverUpload.pdf>

## **Assignment 02 Basic Web Skills** Part 01

Set up folders for your Design Media II projects. Include folders for images, documents, pdfs, or other assets. Capture the screen from the file finder to illustrate your file management method and place in my drop box. Transfer your files folders [organizational system] to the XARTS server using Fetch, FTP

## **Assignment 02 Basic Web Skills** Part 02

Find the same 2 web sites in Safari, Firefox. and IE Compare and contrast the typography and over all design of the sites.

Write two paragraphs describing the differences and similarities.

Review more web sites and determine what are some standard web sizes used for the following: web pages, tables, headers, footers. View source to find this information.

What do some of the elements [favicon, titles, tags, headers] look like?

## **Assignment 02 Site Map** Part 03

Produce 2-3 more complex sketches and map of layouts for your web site. Include dimensions and indicate what the components are, ie. swf file, table, buttons, scrolling window, etc.

Map out what you need to build for the site. Include: flash animation: animated header, interactivity with site elements, tables, buttons: roll over, roll over with movie clips, footer