The Art Institute of Philadelphia®

Course:	**Interactive Portfolio**	**Course Number:**	**GR41140**

Instructor:	**Christine Shanks**

Day/Time: **Wednesday 6-10** SP15
Prerequisites: GR20670 Introduction to Web Design
GR20790 Motion Graphics for the Web
Must be taken in the last quarter or after GR41110 Professional Portfolio.

Building:	**Main**		**Rm: 403**

Email Address: **cshanks@aii.edu**
Any email must contain your name, class name, class meeting day and time.

Email me with questions and concerns! I am easy to get in contact with.

-Emails are answered during office hours times.

-The privledge of email contact can not be used in leui of seeing me in class with work.

-If you missed a class it is YOUR RESPONSIBILITY, not mine, to look at the syllabus and/or ask another student and get caught up.

-Do not contact me w/ excuses or questions clearly answered by the syllabus or assignment sheets such as due dates, late policy, etc.

-Questions about grades can be answered in class.

Office Hours

http://www.shanks-creative-education.com/office-hours.html
Office Hours: It is best to email me a day before for appointment
Location varies: 3rd Floor Office or my classroom/s for the day
Monday & Tuesday 12-1 and 5-6
Office full-time faculty cubicle on 3rd floor of Main 1622 building near back.

Web Site: http://www.shanks-creative-education.com/

Contact Hours: 4 Per Week
Instructional Contact Hours: Lecture: 22 Hrs Lab: 22 Hrs
Academic Credits: 3 Hrs
Course Length: 11 Weeks

Course Description:
This course will guide students through the process of compiling their work into a digital, web-based portfolio. Emphasis will be placed on the creation of design layouts, interfaces, buttons, graphical elements, resumes, and other materials that may support their interactive online portfolios.

Institutional Learning Objectives
- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use critical thinking in creative and innovative problem solving and decision- making.

Program Objectives
- Demonstrate craftsmanship
- Develop, analyze, and refine creative concepts from initial idea to final product
- Demonstrate the principles and effective use of typography
- Apply the critical thinking process and initiate creative solutions to graphic design challenges
- Choose appropriate, research, concepts, materials, tools, and media to solve design problems
- Apply time management skills to the development and production of projects
- Use appropriate software solutions to design problems for print and web
- Apply professional principles and techniques of electronic file preparation
- Articulate and defend concepts
- Utilize protocols, media, and coding for web solutions

Competencies/Learning Objectives:

1. Develop concept, site architecture, and design layouts for your interactive portfolio.
2. Design and create HTML and/or ~~Flash~~ version of your portfolio
3. Apply principles of effective, interactive design in the development of a portfolio web site

Required Text:	**Creating Your Digital Portfolio** by **Ian Clavier** **Website**: http://clazie.com/digitalportfolios/ Available at school store online Amazon You must have this book for the course Suggested books from berry for FREE (ebrary, student portal): -Graphic Designer's Guide to Portfolio Design (2nd Edition) -No Plastic Sleeves -Various HTML and CSS, Dreamweaver and other books to help you create your site
Technology Needed:	PC and/or Mac computers and all software necessary to complete portfolio. **BEST!** Sign up with Student email (stu.aii.edu) to get 50% off first year! Hosting and CMS from: **SquareSpace squarespace.com/pricing/** Other alternatives, although not quite as good as Squarespace are: **Wordpress** with hosting from **Bluehost my.bluehost.com/cgi/help/price** (must buy template as well, this can be the priciest solution and unless you have a strong knowledge of WP, it is often hard to find what you want)

Required Materials and References: Budget for the following:

-Required Book

-Hosting and Domain name

-Possible templates, plugins, memberships, etc.

-Content, possible photographs, etc., and concept for site design (all sites must be customized and branded specifically for you)

Teaching Strategies:

This course consists of a series of reviews and critiques that guide the student's development of their final portfolios.

Policies/Grading: ***Please see website for ALL Policies and Grading Criteria***
http://www.shanks-creative-education.com/course-policies.html
http://www.shanks-creative-education.com/grading.html

LATE WORK:

If your final Assignment is LATE:
1 week = minus 1 letter grade from your course grade
2 weeks = minus 2 letter grades from your course grade
More than 2 weeks late course failure

Work must be handed into E-class:
  -Sized correctly
  -On Time
  -Named correctly

Other Assignment Policies:
All required assignments must be handed in properly to pass the class
No work may be handed in after the last day of class
Excuses not accepted
Emergencies require a note
Students not meeting requirements require meeting with the Director

GRADING
You do not get grades, you earn them
- Do not expect to receive a specific grade based on your previous courses
-All assignments that show significant effort may be redone for a better grade by the final class
-No extra credit
-Grade grubbing and bullying will be documented, it will not produce a positive outcome
-Students are responsible for reading and following policies, outlines and course information
-Students can not pass the course with a D based on the quality of their work

Grades will be reduced for:
-Being continually unprepared
-Not having progress on assignments weekly for professor to view
-Not making progress during class work time
-Lateness
-School Attendance Policy

ASSIGNMENT REQUIREMENTS
Follow Professor Instructions for individual assignments
-Name: lastname-firstinitial-assignment# or name
-Put in proper location in E-class
-Size correctly
-Native layered files or sketches may be required and can be asked for on an individual
 basis, failure to produce required work results in Plagiarism research

Grading/Method of Evaluation

Grades will be calculated on the following percentages (%):

A 95-100	C+ 78-79
A- 90-94	C 74-77
B+ 88-89	C- 70-73
B 84-87	
B- 80-83 3%	

Seriously consider your dedication

D+ 68-69
D   60-67
F   59-0

Why did I get a specific grade?
A is
1) Meets and excedes all course requirements and competencies.
2) Projects are of exceptional quality and craftsmanship.
3) Design solution is resolved, innovative, creative, beyond minimal assignment requirements
4) Demonstrates consistent weekly progress on project.
5) Portfolio quality. No changes. An A- may need a small change

B is
1) Meets all course requirements and competencies.
2) Projects are of above average quality and craftsmanship.
3) Design solution is resolved, creative, goes beyond minimal assignment requirements
4) Demonstrates consistent weekly progress on project.
5) Portfolio quality with only minor revisions.

C is
1) Meets all course requirements and competencies.
2) Projects are of average quality and craftsmanship.
3) Design solution is resolved and meets the minimal requirements of the assignment.
4) Demonstrates consistent progress on project.
5) Not portfolio quality needs revisions to be included.

Evaluate Your Commitment
D requires serious changes and is
1) Does not meet all course requirements and competencies.
2) Projects are below average quality and craftsmanship.

3) Design solution is not resolved *(a D is not a passing final grade in my class)*
4) Demonstrates inconsistent progress on project.
5) Not portfolio quality needs major revisions to be included.

F requires serious changes and is
1) Does not meet all of course requirements and competencies.
2) Projects are lacking in quality and craftsmanship.
3) Design solution is unresolved and does not meet the many requirements of the assignment.
4) Does not demonstrate progress, not portfolio quality

Grading/ Plagiarism
PLAGIARISM:

PLAGIARISM can be **VISUAL** or **WRITTEN**. See the school's policy for consequences. **NOTICE I actively look for plagiarism intentional and unintentional in all student work. You may be asked to supply materials to prove work you claim is yours actually is.

[Plagiarism](#) **is putting your name on or implying that another person or company's work or idea is your own.** Appropriation in fine art collage is a grey area, often with collage people do not assume the artist created all the imagery or text used in the collage, since they are obviously from multiple sources.

Avoid plagiarism = make your own work!

Inspiration is not plagiarism as long as you make the ideas you gain from others [YOUR OWN](#). **Inspiration is like our digestive process. You take something in, process it, and it comes out as something completely different!** If your work does not resemble that process, you have possibly plagiarized.

Plagiarism can be using another person's work or idea as your own by:
-Using it "as is"
-Manipulating it by changing color, cropping, Live Tracing, redrawing, manipulating with software, etc. (see [Shepard Fairey Associative Press incident](#))
-Basing your idea or work around theirs, new content, color, words, etc. but the "outline" or "foundation" is someone else's.
-"Referencing" or "Appropriation" are a very fine line, you must acknowledge you are walking it and create a new dialog and purpose to bring the image or idea into a new light, therfore making it your own. This is not easily done. Read this article [Glaser wrote about Fairey](#)

Stock Images:
-May only be used if the assignment allows it, see professor instructions
-All stock must be from a reputable stock sites, that legally sell and license the work.
-Any stock used may only be used according to its individual license outlined by the company or creator.
-If stock is used it must be documented, student must clearly state via caption or description that the work is not theirs. Failure to cite stock work deceptively leads viewers

to believe the student has created the imagery.

Templates:
-Must be altered and customized so they no longer look like the template, imagery and other content items must be changed to fit your design.
-Templates should only be a coding foundation

See article by [Jacob Cass of Just Creative](#)

Academic Integrity Policy:

The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty, which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.

2. Copying answers from the quiz and/or examination of another student.

3. Plagiarizing or falsifying materials or information used in the completion of any assignment.

4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.

5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.

6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.

7. Stealing and submission of another student's work as your own.

8. Aiding or abetting any of the above.

The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:

1st offense = failure of class *
2nd offense = suspension for two (2) quarters
3rd offense = expulsion

* EXCEPTION: Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic

dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

Policies/Strategies

Teaching Strategies:

Lecture beginning of each class, then studio work and in-class assignments. This course will be taught from the following perspectives to give as much probability to the learning experience as possible - lecture, demonstration, reading, and hands-on assignments.

Student Strategies:

Students are expected to participate in the learning process by being responsible for their education. This includes managing time, reading, utilizing resources and behaving in a professional manner.***

Use the links, texts and other resources from the syllabus and also on the web

READ your syllabus and assignment carefully and follow directions

Research all ideas thoroughly, be informed about subject matter, concept and complete sketches

Know how to use your software, use tutors and books and videos from online library

Listen carefully when I am speaking, student's found not paying full attention to my lecture will not have questions answered later and will miss important information.

PROFESSIONAL EXPECTATIONS

-Abusive, disrespectful, harassing or other unprofessional behavior will be reported. Student may be removed from class.

-Talking, internet use or other distracting behavior during class will result in removal of student from classroom.

Students are expected to:

-Want to learn, want to improve, want to study their major

-Stay for the full class

-Actively participate in learning (taking notes, completing exercises and assignments, paying attention, researching topics, raise their bar)

-Meet the standards for a college level student outlined by professor's syllabus and school

Attendance Policy: STRICTLY FOLLOWED

The Art Institute of Philadelphia expects students to attend all scheduled meetings of each course. At the second absence, the student grade will be dropped one letter grade. Upon the third full absence, the student grade will be dropped another letter grade. On the fourth full absence, the student will fail the class. Additionally, lateness will be calculated in fifteen (15) minute increments. Faculty members may use discretion in cases with serious extenuating circumstances.

2 absences = one grade reduction

3 absences = two grade reductions

4 absences = course failure

If you miss information due to absence of any kind it is your responsibility to seek the missed information from a fellow student. The instructor is in no way obligated to repeat any portion of a class.

Accommodations: If you are a student who has a need for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Support and Disabilities Coordinator, Eileen Alexander. Eileen may be reached at 215-405-6424 or by

Weekly Outline

Colors match assignment colors

Wk	Topic	Assigned *See assignment sheet for details & Book*	Due
1	-Course Introduction & Overview Review Examples -Review Portfolio Checklist and Design Document -Resumes, Linkedin, Blog, Social Networking -Taglines **READ:** http://www.smashingmagazine.com/2010/03/17/starting-out-organized-website-content-planning-the-right-way/ http://www.smashingmagazine.com/2008/03/04/creating-a-successful-online-portfolio/ **TAGLINE HELP:** **http://brandongaille.com/list-31-catchy-graphic-design-slogans-and-good-taglines/** **http://designmodo.com/tagline-typography/** **http://feedgrids.com/originals/post/40_taglines_and_hero_areas_by_designers_and_agencies** http://untamedwriting.com/write-a-good-tagline/ http://www.inc.com/young-entrepreneur-council/10-tips-for-a-remarkable-tagline.html http://blog.stafflink.ca/job-search-tips/introduce-yourself-with-a-personal-tagline#.U0VPoa1dVic http://mymarketability.com/blog/how-to-create-a-compelling-linkedin-tagline	**BUY BOOK** **PROJECTS:** -Portfolio Checklist and Descriptions -Resume, Linkedin, Blog, Social Networking (facebook page and tumblr for wordpress blog, behance, dropr, dribble, etc.) You must have a strong presences on at least 3 major portfolio social networking sites -Tagline	**Week1** **Week2** Complete all reading, including links

2	**Review: Week 1 Projects and Student Portfolios** **Lecture:** Creating a Personality and a recognizable Brand on your website About Page Separating a print and web portfolio Domain Names Assignment Review & Critique 9 Steps to a Productive Portfolio Site	**About Page and Branding** **Site Architecture:** Brainstorming Conceptualizing Domain Name	**Due Week 3** **Due Week 3** -Progress due week 3 Complete all reading, including links
3	**Review:** Brainstorming, About page and Bio/Resume **Review pros and cons of website building options** **Lecture:** Web Hosting and Development pgs. 68-69 Choosing Domain Names	**Research Hosting and Website Building:** Choose host and design method See assignment sheet for details	**Due Week 4** -Progress due weekly Complete all reading, including links

4	**Review and Critique**
	
	DUE: Week 4 Assignments (Review, Critique and Hand in)
	
	Lecture:
	PS Image Sizing
	File Organizing
	Getting Started
	Midterm Review
	
	PULL THE TRIGGER >>>>>>>
	Buy/register domain accepted by professor
	Define and choose your design method, sign up for CMS if using one.
		Homework Due wk5:
		For Portfolio Web Site Complete:
		-Resize images (for Lightbox or Slideshows try to make all images uniform size)
		   -Use an Action in PS for resizing/downsizing
		   -Save for web
		   -File Formats:
		     jpeg (Tutorial Save for Web PS) (Tutorial for Sharper Downsizing)
		     png (allows transparency)
			Due week 5

	Domain name must be bought week 4!!!! **Taking your portfolio to the web:** Motion Lightboxes Slideshows Making proper Jpegs of your work **PowerPoint Due Week 5**: **Making your Plan Clear!** REVISE anything from weeks 1-4 Organize all content in a power point or pdf Group it according to each weekly project	gif for motion ([Saving in PS and Flash](#)) -Folder and File structure: Digital Content Organization -Begin Laying out your pages in Squarespace or Custom Code **Midterm Presentation document** **Start website, progress due for review week 5**	
5	**MIDTERM Review:** Responsive Design, Usability, Navigation, week 4 lectures if need to carry over Bring start of HTML site and final powerpoint of all work weeks 1-4, revised, organized and set up as a plan		

6	**Lecture:** Making Projects MOVE Review Mockups and files Read Content section of book	Portfolio Web Site	Prototype **Read:** Content section of book
7	Review & Critique Adding Interaction Social Networking, Blogging, Linking Services for Strong Online Presence	Portfolio Web Site	**Prototype Due Wk8**

8	**Lecture:** Going Live
	
	Review Websites
		Going Live; Soft Launch: *Refer to Testing Sheet*
		Get 5 people to test your live site and give feedback
		Choose people ranging from novice web site users to seasoned pros
		Ask them to find specific information to test navigation and organization
		
		Test website:
		   -Desktop and laptop computer in all 4 major Browsers (Chrome, Firefox, Safari and Explorer)
		   -Tablet in Chrome and 1 other browser
		    -Mobile device
			LIVE TEST
			
			Read: Going Live section of book

9	WORK DAY		
10	**Class Critique of LIVE SITES** Google Analytics	Revisions	**LAST CHANCE**
11	1 hr. of Troubleshooting **Class Critique of Prototypes**	All required materials handed in	

Intellectual Property

Course materials prepared by the instructor, together with the content of all lectures, are the property of the instructor. Video and audio recording of lectures and class time without the consent of the instructor is prohibited. Permission to make such recordings may be granted by the instructor on a case by case basis and will be done so in writing, on the condition that these recordings are used only as a study aid by the individual making the recording. Unless explicit permission is obtained from the instructor, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Syllabus and all of its Contents and Supplements are the intellectual property of the instructor and my not be used without consent and proper citation.

Website Development Projects:

Your only assignment in this course is to build a successful portfolio website that displays a clear brand, concept, and UI and also shows good use of navigation, responsive design, Google Analytics, and Social Networking.

The goal of this course is to break down the development of the site into individual projects in order to walk you through the professional process of developing a website and organizing your portfolio.

The following assignments weeks 2-4 are all about planning. Organizing and preparing to begin creating your website. After that it is all about implementing your ideas, coding, and customizing to create a strong online presence.

Week Due	Project/s & Relevant Pages from *Creating Your Digital Portfolio*
2	**DUE DATE WEEK 2** **Projects Due:** Portfolio Checklist and Descriptions Developing Website Concept Objective & Elevator Pitch **Portfolio Checklist and Descriptions: pgs. 22-23** Create and submit a list (table) of all the portfolio projects you intend to present in your website: at least 10 1. Indicate if the project is Completed, In Progress, or Needs Revisions 2. Add specific details about projects that are In Progress or Need Revisions, such as what specific revisions are required or what needs to be done to complete the project 3. Discuss what categories each project falls under: a main and a secondary category such as Design; Brochure or Illustration; Poster 4. Write descriptions for each project see pages 22-23 of book **Bio/Profile & Resume: 122-123** **Resume Tips:** -Simple Black and White printable version -Consider a Resume Page that is in Infographic Form for easy online skimming -Content should be interesting and easy to skim -Think Creative, Simple and Effective **Step 1** -Write your resume in In Design, using a simple black and white layout, something well designed but the focus is on the text. Overly graphic resumes that don't communicate clearly are NOT IMPRESSIVE. Add your logo and branding. -Save that as an easily printable version of your resume as a PDF. **Step 2** -Sign up and add resume to LinkedIn. **Step 3** -Create and add to Linkedin a link/feed to your Professional Blog and add sketches and preliminary planning as posts. **Examples and Guides**

http://naldzgraphics.net/tips/10-graphic-design-resume-tips/
http://www.youthedesigner.com/2008/04/29/the-graphic-design-resume-guide/
http://pinterest.com/rtkrum/infographic-visual-resumes/
http://www.hongkiat.com/blog/creative-designer-resume-curriculum-vitae/

Tagline: pgs. 16-17 & 20-21
Create a Tagline, something simple. Could be 3 descriptive words or a sentence.
Keep it short, imagine it as an ad slogan

3	**DUE DATE WEEK 3** **Projects Due: see this page and the page below** Revision Wk2 Building Your About Page/ Giving your Site Personality and a Brand Brainstorming Revisited Hand Drawn Wireframes Domain Names

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Revisions:

Revise wk2 assignments based on feedback

You should have much of this already done, or you are also doing it for Professional Portfolio currently

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ABOUT PAGE:
Bio/Profile: Short, Sweet, Direct, Engaging
-Build from your tagline written week 2

-Your bio will be used on your About Me page and parts of it can also be used as part of a profile on your resume.

- Your About page should answer the Five Ws: **Read the 5Ws from Sixrevisions.com**
Who, What, When, Where, How

-Write professionally but use a voice to make it more personal

Examples and Guides:
http://www.sitepoint.com/how-to-write-a-professional-bio/
http://justcreative.com/2011/07/14/how-not-to-write-a-personal-biography/
http://designm.ag/inspiration/about-pages/
http://josephpayton.com/about/
http://designmodo.com/40-awesome-about-page-designs-for-inspiration/
http://www.dreamerlines.lv/
http://unstoppablerobotninja.com/about/
http://elliotjaystocks.com/about/

Developing Website Concept: pgs. 24-29, 40-47, 72-73, 84-89
-Choose one website for each style (Gallery, Scrolling, List, Conceptual) that you find relevant and appealing for your work, choose as if you would not have to build the site yourself

-Write what you like about each site and what strengths its layout and concept would add to your portfolio

-Develop **preliminary sketches and written ideas** about how you envision your portfolio being shown digitally. Try **mind mapping** and other idea generating. Think about how your portfolio and branding can become less static, your website should be more interactive, it is a place for your portfolio to come alive!

The web offers endless opportunities and is very different from print. Utilize it.

> **For example:**
> -Is much of your work in an illustrative style? Would you like your graphics to become interactive and move?

-Is much of your work typographic? How would your type skills make for an innovative layout?

Brainstorming and Sketching: 48-57, 72-81, 84-89
http://www.smashingmagazine.com/2008/03/04/creating-a-successful-online-portfolio/

This Step is not about content; it is about layout and communication.
How will you convey who you are as a designer by the style, layout and organization of your site?

Think about what layout and web elements will highlight and bring your content to life.

-Brainstorm using **mind mapping,** work from the planning you did wk2 and 3

-Check out Squarespace's templates http://www.squarespace.com/templates/
and other template options like http://themeforest.net/. Decide which way you want to go. Coding from scratch is fine but you have to think RESPONSIVE (across multiple devices) from the beginning!!!

-Your home page should have a slideshow or thumbnails of projects so right away people get to see a sample of your work.

-No splash pages http://uxdesign.smashingmagazine.com/2007/10/11/splash-pages-do-we-really-need-them/

-Think loose & boundless and then reel it in. Think about how to transform your print portfolio into an interesting but well communicated website experience that shows off your work and creates a strong online presence.

-Focus on sketching your About page
How you want to tell people who you are (About), see Bio

-Think about the experience of being on your site, imagine you are sketching how a walk through your creative process would look.

-Think about someone entering your head, how would they first take in the landscape, how would they walk through your creative process, how would the experience who you are.

http://webdesignledger.com/inspiration/inspiring-ui-wireframe-sketches
http://webdesignledger.com/inspiration/18-great-examples-of-sketched-ui-wireframes-and-mockups

Choose Domain Name:
-Jot down several options for domain names, think professional:
Often you can use your own name
Or try a studio name

Sign up for Squarespace's free service, check it out, also check out other options sich as Wordpress and customizable templates http://themeforest.net/.

See Reading below
http://www.smashingmagazine.com/2009/05/02/the-effective-strategy-for-choosing-right-domain-names/

		http://www.shopify.com/blog/3033082-5-rules-for-choosing-a-memorable-domain-name#axzz2HUbcAZ3U

4	**Projects Due:**
	Hosting & Design
	Domain Name
	
	Research Hosting and Website Building: 68-69 *(do not use GoDaddy, stick to Bluehost, if you want an alternative to Bluehost discuss the alternatives you have found with me)*
	
	Choose host and design method
	Preferred/Best is Squarespace:
	Hosting and Website Design combo 50% off for first year with stu.aii.edu email:
	-SquareSpace squarespace.com/pricing/
	
	Hosting only: for use with Wordpress or custom built uploaded site
	-Bluehost my.bluehost.com/cgi/help/price
	
	Alternative: Only if very familiar with code and/or WP customization
	    -Wordpress (plugin through Bluehost) http://wordpress.org/
	
	    -Dreamweaver, Code or altered template
	
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	Choosing Domain Name:
	
	Choose Final Domain Name based on class feedback and availability. Sign up for preferred host and register domain. Get Started building the site!
	
	All Students should have a domain registered and a design method chosen by the end of class week 4. By Week 5 work should have begun creating the website in a CMS or by coding.

Brainstorming and Site maps

http://www.smashingmagazine.com/2010/03/17/starting-out-organized-website-content-planning-the-right-way/

Card Sorting

Card sorting is a way to organize content based on hierarchy. To try it, simply put all of the pages for your website onto index cards. Ask stakeholders to sort those cards into logical stacks that represent the hierarchy of your website's navigation. It's a great exercise to make sure that the content on your website can be found in the most logical place and that like-minded content is grouped and named appropriately.

- **What's it for?**
  To gather feedback on what pages should go where on your website.
- **What's good about it?**
  It's a great way to learn the assumptions of multiple users.
- **What's bad about it?**
  The results should be taken with a grain of salt. Your participants will be making a lot of guesses and assumptions.
- **In sum**
  One major task in website development is making people feel included. Card sorting is an interactive process that helps people feel like they are contributing.

A few resources to learn more about card sorting:

- Card Sorting: A Definitive Guide
- Card Sorting According to the US Government (official .gov website on usability)
- Card Sorting: Mistakes Made and Lessons Learned
- Word Matching

Paper and Sketchboards

Sometimes paper just *feels* good. The free form allows for incredible expressiveness, and nothing is faster for capturing ideas. Unfortunately, the drawbacks are tough to ignore. Paper is easy to lose, hard to share, wasteful and not very useful past the early stages of a project. Eventually, everything for a website becomes digital, and so going digital as soon as possible is best. Use paper to capture thoughts in a meeting to brainstorm and to explore. But do yourself a favor and transcribe or scan the information as early as possible.

- **What's it for?**
  To quickly and collaboratively sketch out a website architecture.
- **What's good about it?**
  You can move pieces of paper around. And drawing with markers is fun. It's also great for energizing a group and quickly scanning a lot of ideas.
- **What's bad about it?**
  Once your big sketchboard is complete, it has to be transcribed into another format to be useful.
- **In sum**
  Beware the feel-good meeting! Sketchboard meetings are fun and seemingly productive, but you'll often wonder afterwards what you actually achieved. Ideas come quickly, but the real work comes in deciding whether any of them are appropriate for the project.

A few resources to learn more about sketchboarding:

- Sketchboarding (Adaptive Path)
- Sketchboards + Prototypes (Slideshare)
- More links on Brandon Schauer's website

Site Map Diagrams
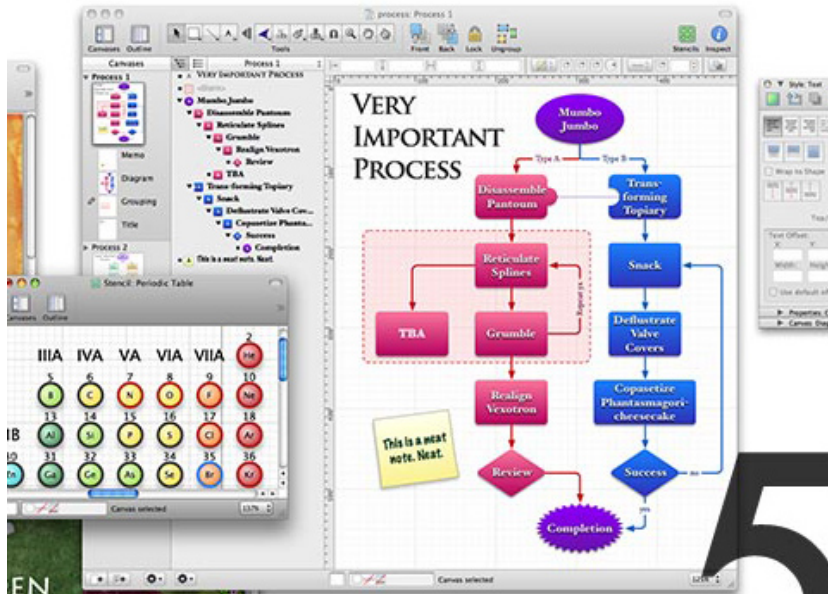
A visual site map is quick to make, fairly expressive and easy to change. People have all sorts of methods for building site map diagrams. Whatever your tool, the diagram is a useful way to demonstrate hierarchy. It clearly shows the relationships between pages and tells you where your website is too shallow or deep.

- **What's it for?**
  To visually explain the relationships between pages on your website.
- **What's good about it?**
  Nothing better illustrates the hierarchy of a website than a diagram with lines and arrows indicating the relationships between pages. Clients naturally understand it.
- **What's bad about it?**
  The actual relationships between pages can be hard to grasp. What looks good on a chart might not work well on a website. And a site map diagram is not really useful during the development phase, quickly becoming a dead document.
- **In sum**
  A site map diagram is a quick way to sketch navigation and hierarchy. Don't try to cram in other bits of information that just don't fit.

A few resources to learn more about site maps and diagrams:

- A Visual Vocabulary for Sitemaps
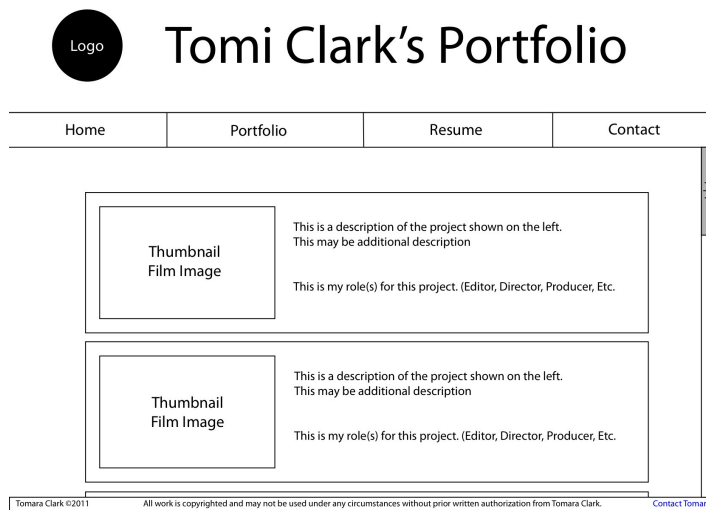- The Lazy Information Architect's Guide to Making Sitemaps

HTML5 Wireframes

Examples: http://tomaraclark.wordpress.com/2011/02/22/portfolio-website-wireframes/

http://www.behance.net/gallery/Personal-Portfolio-Wireframe/4974087

http://eng.designerbreak.com/2009/tutorial/wireframes-and-concept-planning-a-website/

Article and Online Helpers http://www.onextrapixel.com/2009/07/15/the-importance-of-wireframes-in-web-design-and-9-tools-to-create-wireframes/

Example:

See attached PDF Site Architecture

The Art Institute of Philadelphia
Attendance Policy for Syllabi

- The Art Institute of Philadelphia is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom**. If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

- Students who are not marked present in <u>any</u> of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Ai Unearned F (UF) Grade Definition

<u>Unearned F Grade</u>: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.