

Syllabus

ARTS228701

Creative Webdesign

Location: Devlin Hall 401F

Time: Tuesdays (F) / Thursdays (S) 6:30pm – 9:30pm

Instructor: Kris Brewer

Email: brewerkr@bc.edu

Class Website: www.brewfilms.com/cwd

This introductory course will provide art students the basic skills to extend their art to the internet allowing them to create an online portfolio and artistic presence, learn how to promote and market their art, and more. Digital design, how to take physical art and make it digital, an introduction to open source (community based and free) Content Management Systems (CMS) such as WordPress, along with basic web coding (HTML), design coding skills (Cascading Style Sheets - CSS), and more will be taught. No prior experience or prerequisites required.

In this connected age, artists rely more heavily on digital communications for funding (crowdsourcing and grants), job seeking and art competitions (digital portfolios), event promotion (email, digital newsletters, social media), art sales (websites) and much more. Many of these solutions are readily available through out-of-the-box products, but they lack the personal reflection and style of the individual artist. Being able to design a website, and other digital communications, as an extension of one's craft can truly create the continuation of the artist's work and method.

This course is designed to teach the form and function of digital communications focusing on the artist's main website as their base and how its groundwork can easily tie into many of the other mechanisms to fulfill their goal of promoting and continuing their pursuit.

A foundation of Cascading Style Sheets (CSS) as the root method for controlling a website's look and feel, on top of the open sourced WordPress platform, allows for a great range of personal customization with a vast array of feature sets with little to no advanced coding needed. This removes the technical roadblock that prevents many artists from being able to start or continue to a finished product of their own platform to display and disseminate their work on their terms. This approach requires only free software to edit (web browsers, FTP software) and a web hosting service.

Photoshop is another application that is highly recommended for creating graphics, fine tuning images and photos of artwork, and crafting other items such as watermarks and other copyright representations to help protect the artwork from infringement.

This course will cover web-based graphic design, branding, user interface (UI), user experience (UX), usability, analytics for monitoring their digital reach, AI and how it works for us, and more.

Students will be required to design their own creative website / digital portfolio as an extension of their personal style and form with the expectations of functionality, usability, and accessibility. They will continue on to promote/produce a faux-event/production for which they will promote and track their successful outreach and feedback/interactions with the outside world.

Course Requirements:

- Website Hosting – TBA

Recommended Reading:

- [Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability \(3rd Edition\)](#)

Class Attendance: Attendance is required - please show up for all classes. If you have a legitimate reason for missing a class, please let the instructor know ahead of time if possible. You are still responsible for the material and assignments for the classes that you miss. The class will meet regularly in Devlin 401F at 6:30pm (please don't be late!).

Grades: There will be several assignments/projects throughout the semester as well as a Final Project. See course website for more details.

Office Hours: Contact me via email (above) to arrange office hours or video conference.

Classes: For specific class instructions, please see the course website - www.brewfilms.com/cwd

Montserrat

Additional fees are associated with this course. If you are a student in financial need, please contact the Montserrat office for more information:

<https://www.bc.edu/bc-web/offices/mission-ministry/sites/montserrat>

Academic Integrity

The pursuit of knowledge can proceed only when scholars take responsibility and receive credit for their work. Recognition of individual contributions to knowledge and of the intellectual property of others builds trust within the University and encourages the sharing of ideas that is essential to scholarship. Similarly, the educational process requires that individuals present their own ideas and insights for evaluation, critique, and eventual reformulation. Presentation of others' work as one's own is not only intellectual dishonesty, but it also undermines the educational process. You may review the academic integrity policy at this link:

<http://www.bc.edu/offices/stserv/academic/integrity.html>

Accommodation and Accessibility

Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Advanced notice and formal registration with the appropriate office is required to facilitate this process. There are two separate offices at BC that coordinate services for students with disabilities:

The Connors Family Learning Center (CFLC) coordinates services for students with LD and ADHD. The Disabilities Services Office (DSO) coordinates services for all other disabilities. Find out more about BC's commitment to accessibility www.bc.edu/sites/accessibility/

If you are a student with a documented disability seeking reasonable accommodations in this course, please contact Kathy Duggan, (617) 552-8093, at the Connors Family Learning Center regarding learning disabilities, or Dean Rory Stein, (rory.stein@bc.edu), Assistant Dean for students with disabilities, (all other disabilities).