

# Website Design 1

Professor Danne Woo

[webdesign.dannewoo.com](http://webdesign.dannewoo.com)

DESN 214

Fall 2021

Tuesday 2:00 pm – 5:50 pm

Online

# What I do

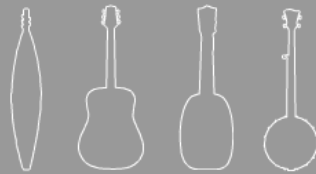
- Graphic Designer
- UX and UI Designer
- Product Designer
- Game Designer
- Woodworker
- Musician
- Programmer
- Engineer
- Hacker
- Maker
- Entrepreneur
- Activist

Design Technologist

# How I got here

- Designer parents
- Youngest ALGA member
- First typeface at 10
- Named after designer
- 10 year design career
- Studied design and technology at NYU





history

anatomy

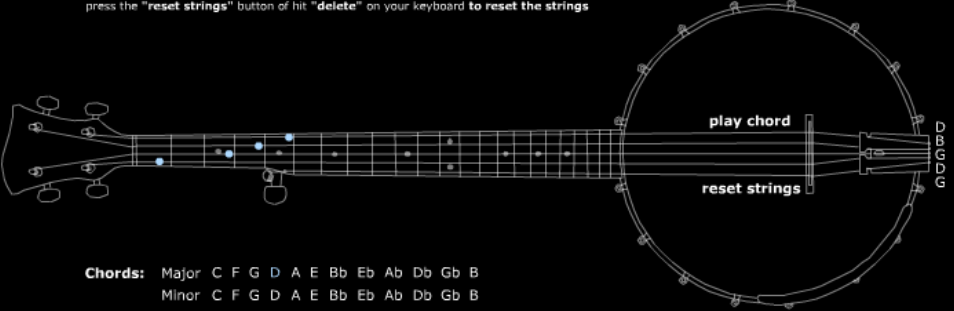
listen

people

play

## Banjo

Select a string and fret to hear sound played  
create chords and press the "play chord" button or hit the "space bar" on your keyboard to play the chord  
press the "reset strings" button or hit "delete" on your keyboard to reset the strings



**Chords:** Major C F G D A E Bb Eb Ab Db Gb B  
Minor C F G D A E Bb Eb Ab Db Gb B

### American Stringed Instruments

This project was produced in partial fulfillment of the requirements of the Senior Studio in Graphic Design, Philadelphia College of Art and Design, University of the Arts, Spring 2004.

Concept and Design by Danne Woo

**Instructor:**  
Kerry Polite, Adjunct Professor,  
Graphic Design

**Advising Editor and Guest Critic:**  
Kevin Finn, Professor for Language  
and Literature, University of the Arts  
Dan Rose, Professor Emeritus,  
University of Pennsylvania, Graduate  
School of Fine Arts

**Dedicated to:**  
Mom, Dad, and all the music lovers

**Special thanks to:**  
Mom and Dad, Sara Van Anden,  
Morgan Mumford, Scott Kip, Armon









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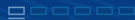
Tailwind Straight Talk

## ENSURE A GOOD FIT

Plans and Ideas aren't enough to make  
businesses grow; people make it happen. We  
never proceed without the right chemistry.



See if we're the right partner for you



### Investments

#### Texas Plastics

Engineered Plastic Products Distributor

[See investment detail](#)

**Texas Plastics**

### News and Events

#### Optimal Solutions Accelerates Growth Strategy with Glenture Acquisition

Glenture's Deep Enterprise Performance  
Management Expertise Bolsters Optimal's  
Leadership in Key Solution Segments

[Learn more](#)

## There is no middle way to grow in the middle market.

Finding the optimal path to growth for your business requires an investment  
partner who is both experienced and personally involved in your success.

Welcome to Tailwind Capital: We look forward to growing with you.

[About the Tournament](#) + [Register and Pay](#) x [Get Ready](#) = [Contact Us](#)

## Sign up now!

2 simple steps + \$25 = entry for your school.

Compete in this city-wide battle of the middle school math brains. Get all the facts and the figures here. ▶

### STEP 1

#### Register your school and team

Here you can register your school and each team, which must have exactly 5 students per division. There are Varsity and Junior Varsity categories for each grade. Please include OSIS numbers for Junior Varsity students.

1. REGISTER NOW

### STEP 2

#### Submit your \$25 fee

After registering, click on the button below and you'll be directed to a secure PayPal site to pay the \$25 fee.

2. DONATE / PAY

### NOTE

Your registration is not complete until the registration fee has been paid.

# Registration closes on April 8th.

## Can we count you in? Join the AMS Pi5NY Math Tournament. Saturday, May 9, 2009



### Get Ready ▶

You're invited to help your teams sharpen their skills at our practice session, getting their grey matter in gear for the big day.

# The College Completion Agenda

Home About The Agenda Ten Recommendations Research & Reports Your State Programs & Policies

## High school counselors impact college enrollment

Influencing student outcomes

[Read the research brief »](#)



**Additional School Counselors**  
Improving college enrollment

**Paying for College**  
How families finance an undergraduate education

**2012 Progress Report**  
Progress toward 55% by 2025

**Completion Policies and Practices**  
Using institutional data

**Coming Soon**

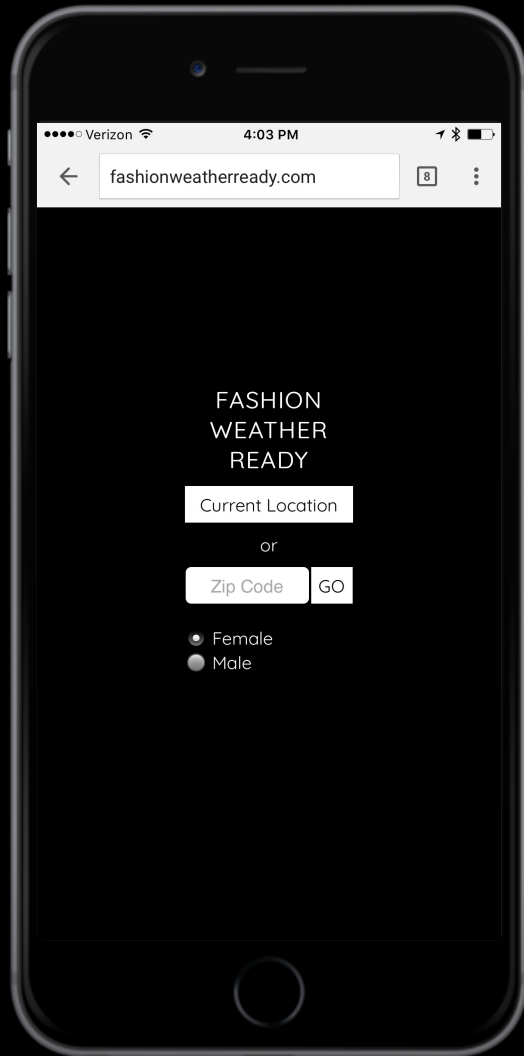
# 55% by 2025



**The Goal:** Increase the proportion of 25- to 34-year-olds who hold an associate degree or higher to 55 percent by the year 2025 in order to make America the leader in education attainment in the world.







[www.fashionweatherready.com](http://www.fashionweatherready.com)



# SPLAT

Join team two at [splat.in/2](http://splat.in/2)











## CERTIFICATE

The largest multiplayer game on a single screen consisted of 113 simultaneous players on the game Splat! (2013) developed by Danne Woo (USA), Federico Zannier (Italy), and Phil Groman (UK) and played at the IAC Building in New York, New York, USA, on 1 March 2013

OFFICIALLY AMAZING







datavisual

Data  
Designer

Community  
Gallery

About  
Us

Hey darren,  
Log Out



Visualizing your  
data your way



Design



Data



Output

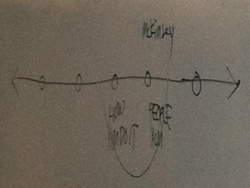


### What is *datavisual*?

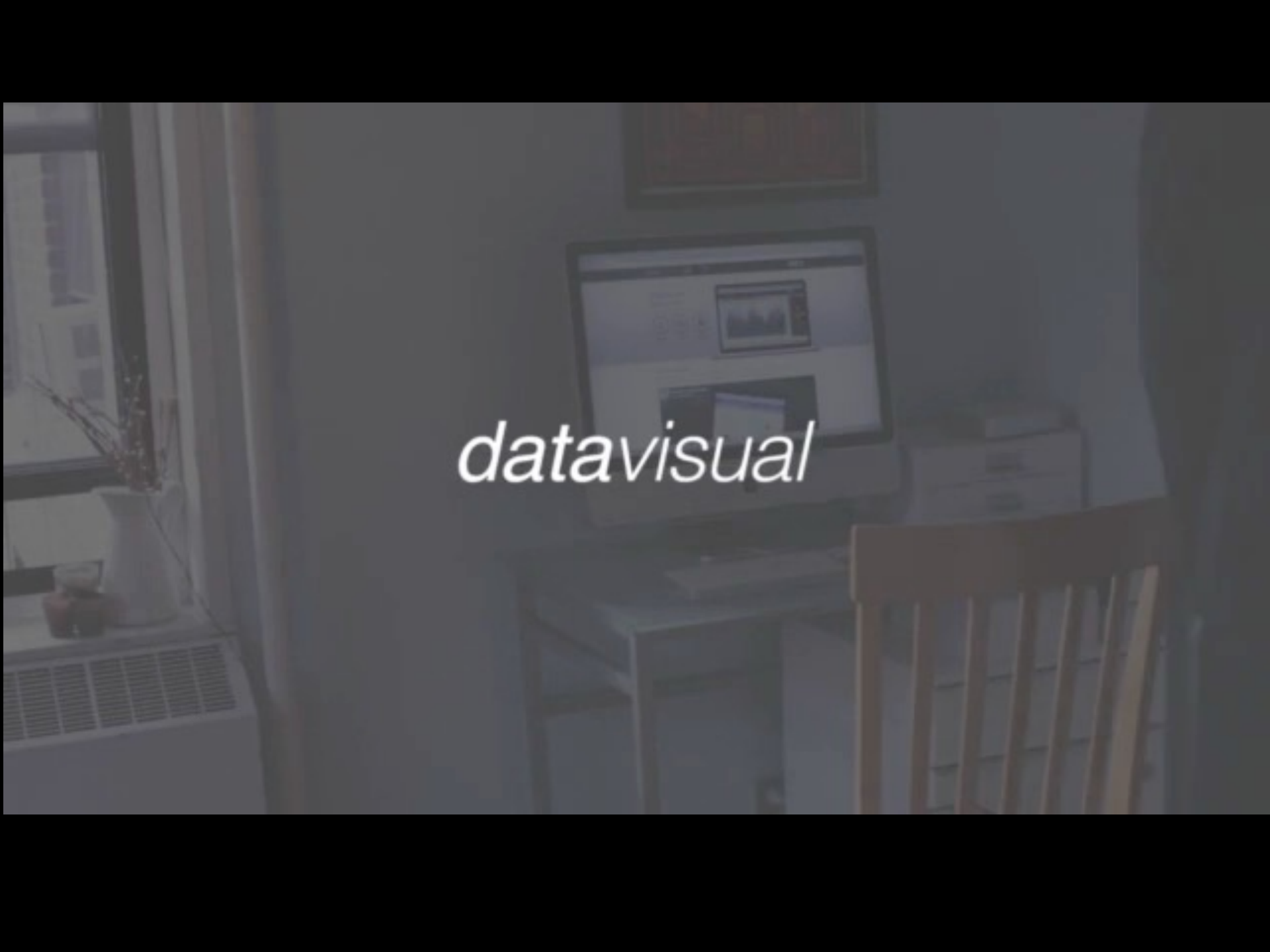
*datavisual* is a web-based tool for creating data visualizations. Perfect for designers and creatives with limited programming skills but a need to make beautiful charts and graphs. Once you design your chart style you can upload multiple data sets and output them as vector PDFs or SVGs as well as websafe PNGs.

MacBook Pro







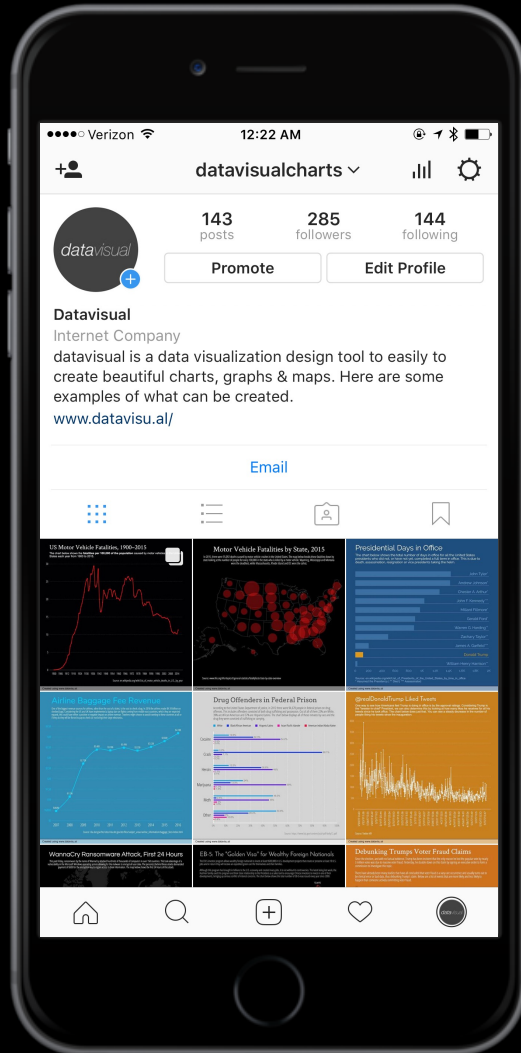
A dimly lit office space. In the center, a computer monitor sits on a desk, displaying a website with a header and two main content areas. To the right of the monitor is a printer. In the foreground, the back of a wooden chair is visible. To the left, a window shows a view of a building outside. A small white vase with dried flowers sits on the desk near the window. The overall atmosphere is quiet and professional.

*datavisual*



# Instagram

## @datavisualcharts

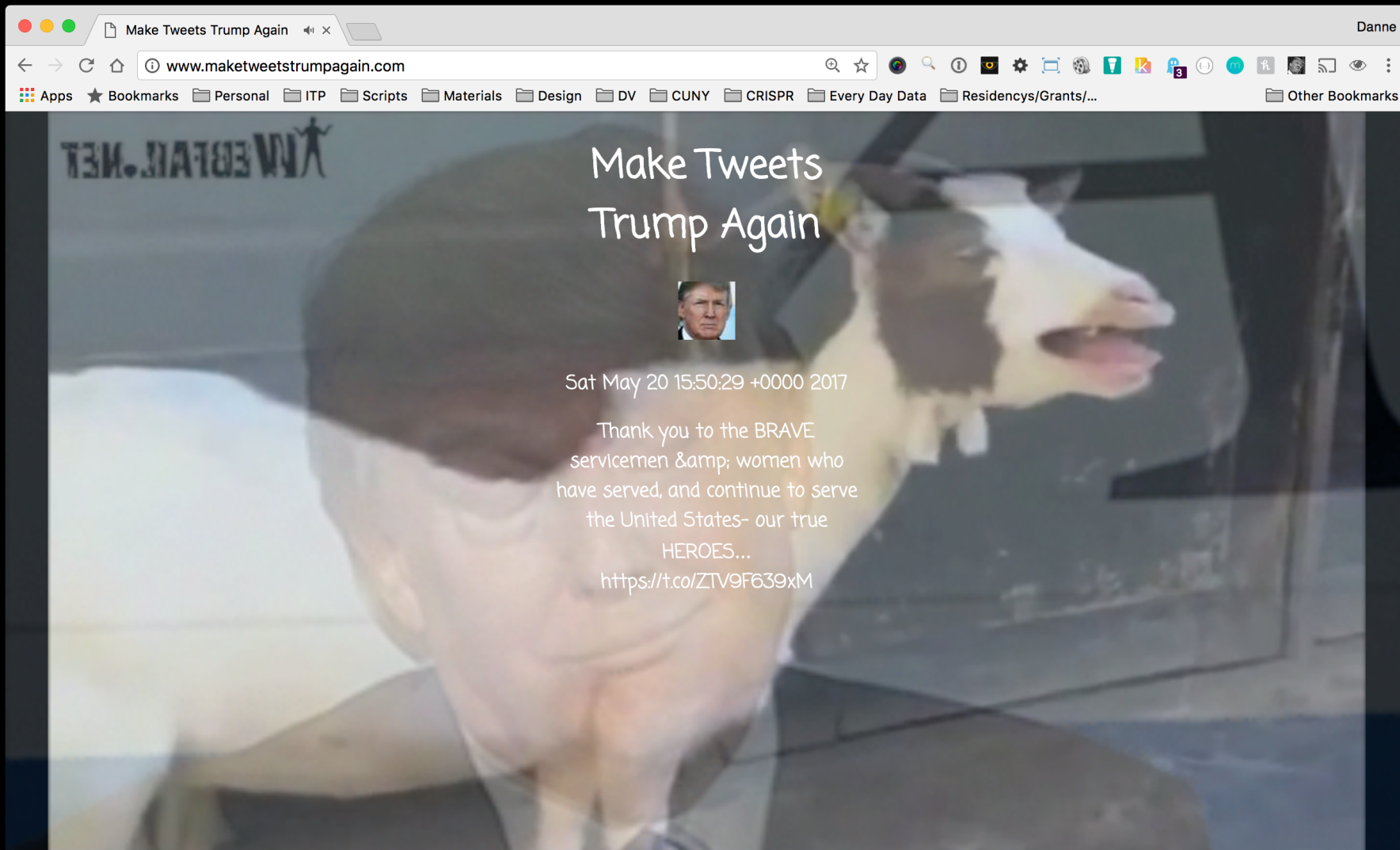


# Twitter

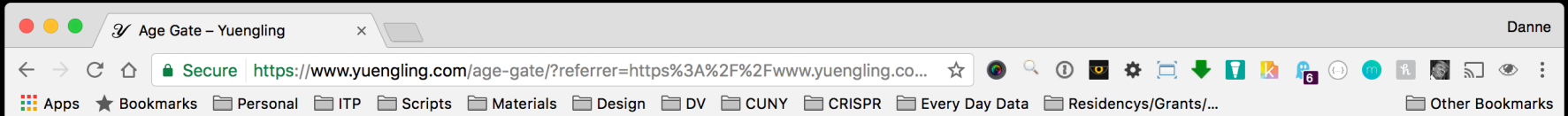
## @datavisualinfo







www.maketweetstrumpagain.com



# Richard Yuengling Jr., owner of Yuengling support Trump. Please take your business elsewhere.

Source: Wikipedia

Better yet, consider donating to these great organizations: ACLU, Boys & Girls Clubs, Center for Reproductive Rights, Planned Parenthood and Sierra Club.



**Color Of Change helps you do something real about injustice.**

We design campaigns powerful enough to end practices that unfairly hold Black people back, and champion solutions that move us all forward. Until justice is real.

JOIN US

DONATE

**Your turn.**

Who are you?

Where are you from?

Why this class?

What's your super power?

**Whats to come.**

# Four Ds

Discover

Define

Design

Develop

# Discover

Week 02: Intro to the Web, Competitive Visual Audits and Market Analysis

# Define

Week 03: Website Structuring, Sitemaps, Wire-framing and Sketching



# Design

Week 04: Homepage Design and Photoshop Workshop

Week 05: Design Critiques and Secondary Page Design

Week 06: Website Prep, Asset Creation and Organization

Week 07: Midterm Presentations

# Develop

Week 08: HTML Workshop

Week 09: CSS (Color, Type and Boxes)

Week 10: CSS (Lists, Tables, Forms, Layout and Images)

Week 11: CSS Frameworks, Responsive CSS and FTP Upload

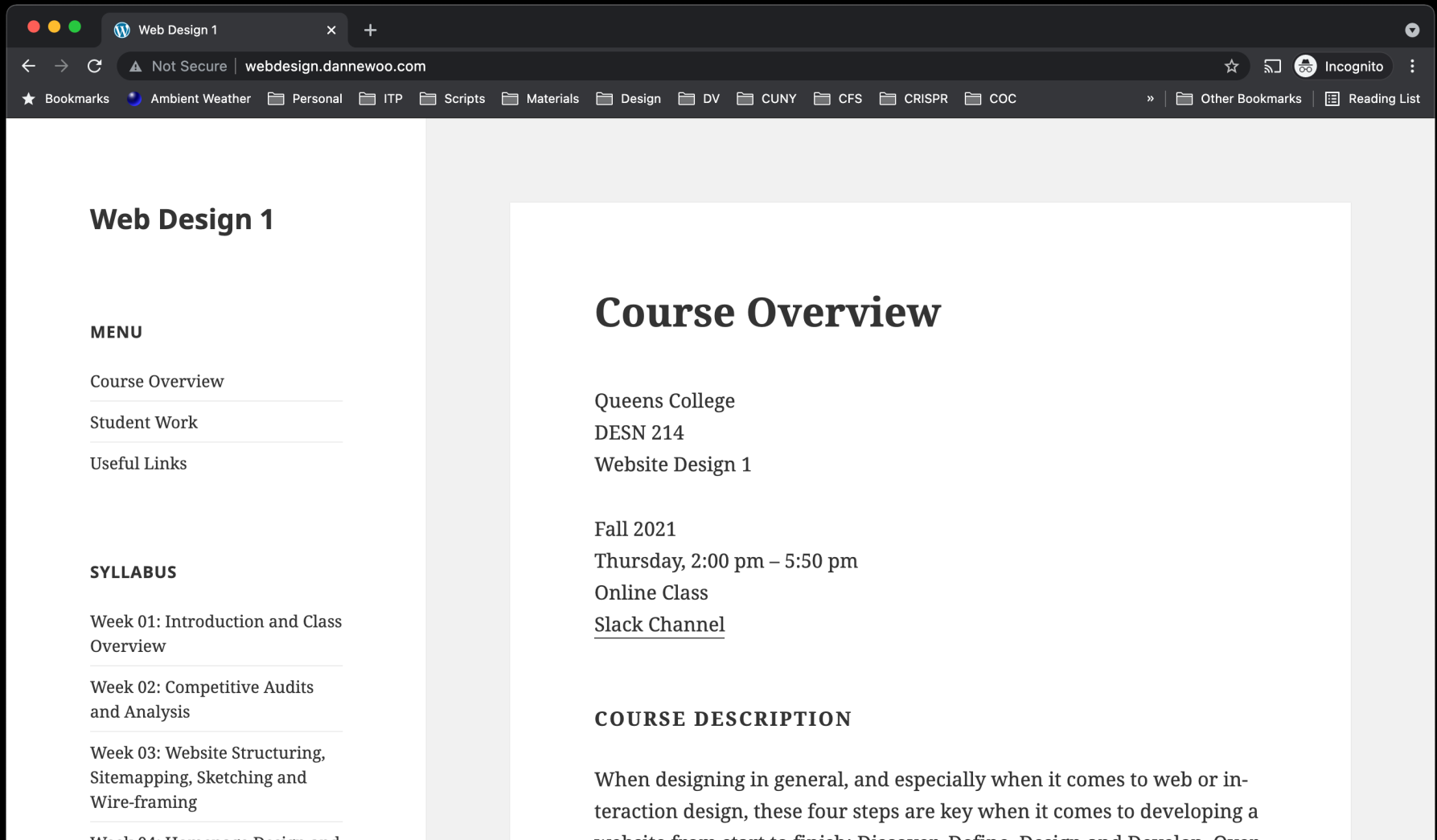
Week 12: Basics of JavaScript and jQuery Workshop

Week 13: Website Development In-Class Work Session

Week 14: Final Project Presentations

# Class Website

webdesign.dannewoo.com



# Textbook

HTML & CSS

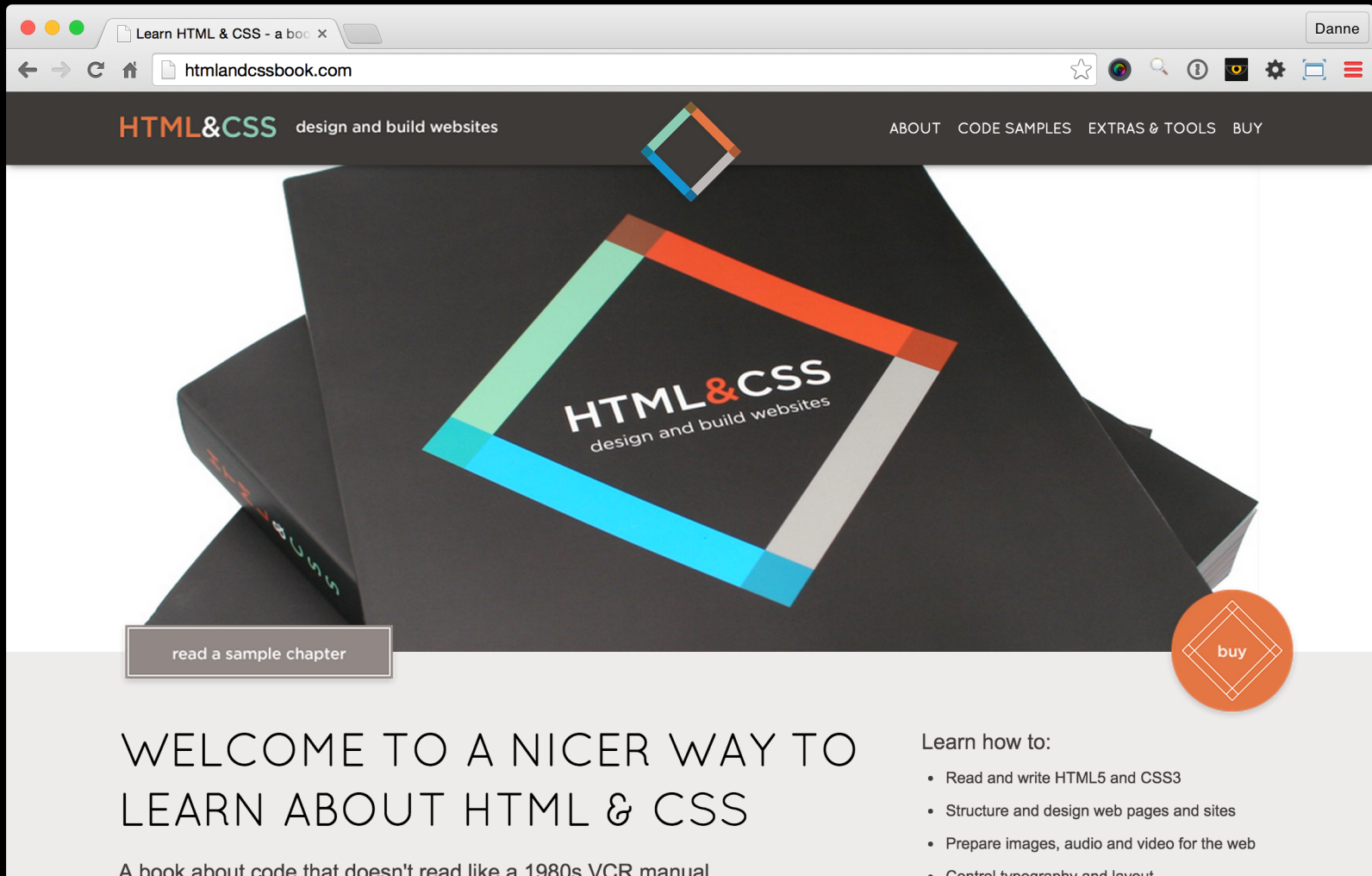
by Jon Duckett

Link to where to buy  
on the class website



# Textbook

www.htmlandcssbook.com

A screenshot of a web browser displaying the homepage of 'HTML&CSS design and build websites'. The browser's address bar shows 'htmlandcssbook.com'. The website features a dark header with the site's name and navigation links: 'ABOUT', 'CODE SAMPLES', 'EXTRAS & TOOLS', and 'BUY'. The main visual is a 3D rendering of the book, which has a black cover with a large, colorful geometric design consisting of nested squares in shades of green, orange, and blue. The text 'HTML&CSS design and build websites' is printed on the book's cover. Below the book image, there are two buttons: 'read a sample chapter' on the left and a circular 'buy' button on the right. The page content below the buttons includes a large heading 'WELCOME TO A NICER WAY TO LEARN ABOUT HTML & CSS' and a subheading 'A book about code that doesn't read like a 1980s VCR manual'. To the right, under the heading 'Learn how to:', there is a bulleted list of topics covered in the book.

Learn HTML & CSS - a book x Danne

htmlandcssbook.com

HTML&CSS design and build websites

ABOUT CODE SAMPLES EXTRAS & TOOLS BUY

read a sample chapter

buy

## WELCOME TO A NICER WAY TO LEARN ABOUT HTML & CSS

A book about code that doesn't read like a 1980s VCR manual

Learn how to:

- Read and write HTML5 and CSS3
- Structure and design web pages and sites
- Prepare images, audio and video for the web
- Control typography and layout

# Suggested Reading

JavaScript & jQuery

by Jon Duckett

Link to where to buy  
on the class website



# Suggested Reading

www.javascriptbook.com


Learn JavaScript & jQuery x

Danne

javascriptbook.com

ABOUTCODEEXTRASBUY


Welcome to a nicer way to learn JavaScript & jQuery



**JAVASCRIPT  
& JQUERY**  
interactive front-end  
web development

LOOPING

```
for (var i = 0; i < 10; i++) {  
  document.write(i);  
}
```



START i = 0 i = 1 i = 2 i = 3 i = 4 i = 5 i = 6 i = 7 i = 8 i = 9 END

The loop starts the loop & sets the condition to check. If the condition is true, the loop continues to run. If the condition is false, the loop ends.

Every time the loop runs, the condition is checked. If the condition is true, the loop continues to run. If the condition is false, the loop ends.

The loop ends when the condition is false. The loop ends when the condition is false.

The loop ends when the condition is false. The loop ends when the condition is false.

The loop ends when the condition is false. The loop ends when the condition is false.

buy

This is not your average programming book.

# For Class

1. Sketchbook (Moleskin or similar)
2. Thumb Drive (at least 4gb)
3. Be prepared to talk about your homework



# Main Deliverables

**You will be designing and programming a website of your choosing. I would suggest building a portfolio website.**

## **Midterm**

Static Website Designs

(Created Using Photoshop, Illustrator or InDesign)

## **Final**

Final Website Coded in HTML, CSS and JavaScript. Must have at least 3 link pages.

All students will be required to present their midterm at week 7 and final at week 14.

# Grading

**80% Assignments**

**20% Class Participation**

**Check the class website for a detailed description on how to achieve each grade.**

# **Attendance**

**BE HERE AND DON'T BE LATE!**

**2 unexcused absences will mean a drop in your grade**


**3 will drop again**

**4 will be an F**

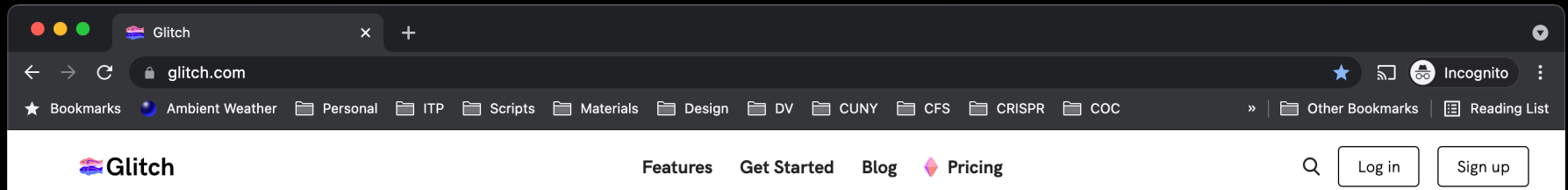


**Blog**

 **Medium**

  
**WORDPRESS**

# Web Hosting / Programming Platform



## Code, collaborate, & ship in seconds

Create your next web project in your browser with no setup and we'll instantly deploy it.

Join for free



## Less researching, more coding

We picked the best tools, libraries and frameworks so you don't have to. Get started now with one of our project templates.

# Office Hours

**Wednesday** 10:00 AM – 11:30 AM

By appointment through [www.calendly.com/dannewoo/office-hours](http://www.calendly.com/dannewoo/office-hours)

# Homework

1. Order the textbook.
2. Setup a blog for this class.
3. Sign up for Slack.
4. Send me the email address you used for the Slack account to danne.woo@qc.cuny.edu
5. Add the link to your class blog to the Slack channel.



# **Website Design 1**

Professor Danne Woo

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webdesign.dannewoo.com