**Contact Information**
Professor: Andrew McMurry
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**Overview**
This course introduces students to the theory and practice of designing for the World Wide Web. Students will critique existing sites according to rhetorical and design theories, develop a set of guidelines according to these theories, and design and implement a Web site to be presented in class.

**Texts**
Stephen Johnson, *Interface Culture*
Lynch and Horton, *Web Style Guide*
Daniel Anderson et al, *Connections* (recommended)

**Assignments and Evaluations**
This is a portfolio class. Design work will not receive formal grades until the end of the term. Before that time, students can continue to work on their sites as needed. At various times during the term, students' work will receive formal and informal critiques from the professor and from other students. As well, the consultation period will provide extensive opportunities for feedback.

**Peer critiques = 20%**
Over the term, students will
critique their peers' work using rhetorical and design theories. Students' actual design work will not be graded by their peers; rather, it is the usefulness and thoroughness of the critiques that will be graded.

**Midterm test** = 20%
The mid-term will focus on the theoretical and applied principles discussed in the first half of the course.

**Web site project** = 60%
Each student will design and implement a reflexive Web site on an approved topic, present it to the class, and provide a written rationale for the design choices. The approved Web site will consist of a home page and a series of associated pages. The site will be graded according to a variety of criteria, including content, design, functionality, and usability. The site itself will account for 40%, the rationale and the presentation 10% each.

**Course Policies**
All portfolio assignments must be on the Web by 5:00 PM, April 4, when grading begins. During the term, a series of deadlines will help students keep up with their work. If these deadlines are not met, penalties will be applied to the final project grades.

Participation is encouraged, noted, and, in "close finishes," rewarded.