

WEB DESIGN





“

I feel like I won the job lottery. We have the best company culture at Fresh Tilled Soil. I get to work with a bunch of incredibly talented individuals and build awesome and meaningful products. Everyone here really loves what we do, and it shows.

– Hamy Pham, UI UX Designer, Fresh Tilled Soil



To design is to communicate clearly by whatever means you can control or master. – Milton Glaser

Our web design track will train you in front-end development and interface design with an emphasis on user-centered principles. You'll juggle code and design as you learn how the most innovative companies create great digital products.

As a web designer, you will be tasked with taking a product and turning it into an experience. You'll need to balance dynamic visuals and interactivity with optimal performance.

Built on the product development life cycle, the curriculum simulates real-life challenges to prepare you to successfully take a project from concept to launch. Lesson delivery focuses on teaching relevant industry languages such as HTML, CSS, JavaScript, and jQuery. You'll also get hands-on experience with local designers to learn how to work quickly and take your designs to the next level through wireframing, low-fidelity mockups, and rapid prototyping.

Key Skills And Capabilities

- HTML, CSS, CSS3, JavaScript, and jQuery
- UI, UX, and user-centered design
- Best practices and techniques for responsive design
- Wireframing, low-fidelity mockups, and rapid prototyping
- Effective portfolio presentation

WEB DESIGN CURRICULUM

Pre-work (1-4 weeks)	CSS & HTML UX Fundamentals		
	Web Design Curriculum	Core Curriculum	Network & Immersion Activities
Week 1	Curriculum overview Intro to professional web design & development	Introductions & program overview Goal setting & action plans Alumni Q&A panel	New student happy hour
Week 2	Your portfolio Design thinking & tools Design sprint Fonts, positioning, & layouts	Mentor sessions	Coffee chat
Week 3	Hacking typography Best practices & CSS3 Information architecture	Crafting a career theme Agile & lean methodologies Idea Hack Mentor Sessions	Fireside chats Coffee chat Partner project kick-off
Week 4	Information architecture, continued UI, UX, & user-centered design	Mentor sessions	Coffee chat Partner project
Week 5	UI, UX, & user-centered design, continued Portfolio review Wireframing & rapid prototyping	EQ & communication styles Introverts & extroverts Your personal narrative Résumé/LinkedIn workshoping Event networking Mentor sessions	Fireside chats Coffee chat Partner project
Week 6	Responsive design & CSS frameworks Navigation & flow	Mentor sessions	Coffee chat Partner project
Week 7	Navigation & flow continued Careers in web design Portfolio review	Mock interviews Résumé/LinkedIn workshoping Mentor sessions	Fireside chats Coffee chat Partner project
Week 8	JavaScript foundations, loops, & if statements Intro to jQuery & JS libraries	Mentor sessions	Coffee chat Partner project
Week 9	User research methods JavaScript functions, arrays, & objects or UX/UI stability testing	Presentation skills Mentor sessions	Fireside chats Coffee chat Hiring Partner Fair Open Doors Party Partner project
Week 10	JavaScript functions, arrays, & objects or UX/UI stability testing User research methods	Pitch practice Mentor sessions	Coffee chat Partner project
Week 11	Portfolio workshoping	Pitch practice Negotiating salary & promotions Mentor sessions	Coffee chat Partner project presentations
Week 12	The integrated team: crosstrack knowledge share	Mentor sessions	Talent Exposition
Post-grad (8 weeks)	Career coaching & support		

| Technical skills
 | Industry immersion
 | Career development
 | Culture skills
 | Mentorship
 | Networking
 | Cross-disciplinary work

NOTE: Coursework and timing may differ by location. Other topics could be covered based on student needs and emerging business trends.





COURSEWORK

Pre-Work: Virtual Learning Resources

(1-4 weeks prior to your start date, dependent upon your experience level)

Hit the ground running with our suite of virtual learning resources. Whether you're new to web design or already have some experience, we'll provide you with lessons about design thinking and online learning options to get you up-to-speed with the fundamentals of front-end development. Lessons include: CSS and HTML Basics, UX Fundamentals, and more.

NOTE: A full four weeks of preliminary work may be required for those with no technical experience.

Your First Assignment: Create A Basic Webpage

Get ready to build before you get to class. Start by setting up your development environment and creating a basic website that points your domain to GitHub.

Introduction to Professional Web Design & Development

Learn about employment opportunities for front-end developers, visual designers, and product-related jobs. An expert designer will discuss and answer questions about the skills, expectations, challenges, and demand for designers in the tech ecosystem.

Product Cycle & Understanding Agile Methodologies

Gain insight into how agile methodologies, such as scrum and waterfall, can bolster team communication, collaboration, and organization.

Design Thinking & Tools

Understand the design process, and learn about tools and methodologies that can be leveraged at each stage of the design process.

UI, UX, & User-Centered Design

Engage with the design process from start to finish, diving into concepts like affordance, manufacturing cues, and usability. Learn how to critique work constructively and why you need to test and iterate on your designs.

Wireframing & Rapid Prototyping

Wireframing and prototyping lets designers focus on the basic structure and flow of a product, without getting caught up in the final aesthetics. Learn how and when to use these tools successfully and efficiently to inform your design. Experiment with wireframing and rapid prototyping software, and conduct basic user testing.

Fonts, Positioning, & Layouts

Add fonts and images to a website while experimenting with elements of page layout and stylization. Consider out-of-the-box solutions and survey the design work of an instructing practitioner to uncover practical applications of CSS frameworks.



COURSEWORK

Best Practices & CSS3

Learn best practices for HTML and CSS and why they matter. Deepen your contextual understanding of CSS3 by diving into its history, benefits, and compatibility challenges. Understand the pros and cons of various CSS frameworks and how to make relevant data visualizations.

Responsive Design & CSS Frameworks

Understand the basics of responsive design, setting breakpoints, and how responsive design can be made easier using CSS frameworks. Experiment with responsive design on your own deliverables and get expert feedback on your work.

JavaScript Foundations, Loops, & If Statements

JavaScript allows front-end developers to not only style content, but also add a layer of interactivity to a website. Set up your environment for using JavaScript and begin to learn and interact with the language by coding expressions, variables, conditionals, and looping statements.

Navigation & Flow

Learn to optimize products for an intuitive user experience by designing elegant navigational flows and elements. You'll consider current and historical standards, best practices, and various form factors, from desktop to mobile devices.

jQuery & JS Libraries

jQuery makes it faster and easier to add JavaScript to a website by utilizing pre-written functions. Transition from coding JavaScript to learning jQuery functions, from effects and animations to content filters.

JavaScript Functions, Arrays, & Objects

Advance your JavaScript knowledge with functions, arrays, and objects. Learn and practice with coding exercises and deepen your JavaScript skills to fit your individual goals.

Information Architecture

IA is the practice of organizing information on a website or product to support user experience and navigation. Learn to structure web content to improve discoverability by understanding theories such as mental models and cognitive load.

User Research Methods & Usability Testing

Deepening your understanding of user research methods, focus in on the value of usability testing in product design. Learn when to test, how to test, and what to do with your findings. You'll work with a team to perform usability testing and present your analyses.

Portfolio Reviews

Receive constructive feedback on your portfolio from an experienced designer and members of your track during two formal review sessions, at the middle and end of the program.



COURSEWORK

The Integrated Team

Product teams can't work in silos. To optimize performance and opportunities, employees need to be clear on how each member of the team fits into the big picture. In this session, you'll collaborate with students from other tracks to discover how your roles integrate.

Track Deliverables

- Portfolio
- Design Challenge

WEB DEVELOPMENT GRADUATES ARE EMPLOYED BY:



REFINERY29



Maxwell | Health



GET IN TOUCH

Want to talk? We're here to answer your questions and help you determine which of our skills trainings is the right fit for your career goals. Reach out to schedule a conversation with the admissions team.

Email: info@startupinstitute.com

Phone: 888-425-5557

Connect With Us





Building an inspired workforce,
knowing the world is a better place
when people do what they love.

STARTUP
INSTITUTE

© 2018 Startup Institute
ver 4.0 / January 2018



Global HQ
50 Milk Street, 18th Floor
Boston, MA 02109
USA



startupinstitute.com
info@startupinstitute.com
888-425-5557
