

2026-27

Anno accademico

DIPARTIMENTO

Dipartimento di Progettazione e Arti Applicate (DPA)

Corso diploma di I livello

Design Grafico

Insegnamento

Web Design 1

cfa 8

cod AFAM110--

Docente

Annalisa Riggio

settore

Numero di ore riservate alle lezioni

80

Numero di ore riservate allo studio personale

30

Anno di corso

2026

Sede di svolgimento delle lezioni

SN01 - Cantieri culturali alla zisa

Metodi di valutazione

Ongoing assessment based on: overall quality of the graphic design and accuracy of execution; commitment and consistency in periodic review of coursework; the ability to understand, explain and critically correct code produced with the help of AI; timely completion of assigned exercises. Final exam: presentation and discussion of the project work (portfolio website), with a short account of how generative AI tools were used and which manual corrections were needed.

Semestre

Primo

Contatti, mail docente

annalisa.riggio@abapa.education

Orario di ricevimento
degli studenti

By appointment, to be arranged via e-mail.

Organizzazione della didattica

Lectures with slides and live demos, combined with guided in-class practical exercises (Figma, Visual Studio Code) and independent study. Topics are organised into progressive modules, moving from theory to the technical construction of a website, culminating in a final project work (personal portfolio website) developed with the critical support of generative AI tools.

Programma

The course introduces students to the design and development of websites, combining traditional technical skills (HTML5, CSS3) with the critical, informed use of generative AI tools. It is organised into modules, each with practical exercises:

1. Introduction - The world of the internet, types of websites, browsers and web standards, the W3C, accessibility and usability, rules and methodology of web design, the role of the Web Designer in the AI era.
 2. Design - Graphic design with Figma (including AI-assisted features): Web Design Canvas, concept and look & feel, the fundamental elements of a website, layout design, redesign, responsive design and grids, mobile interfaces.
 3. Building a website - HTML5 and CSS3 with a modern layout approach based on Flexbox and CSS Grid (moving past floats); building the layout and prototyping in Figma; critical use of generative AI tools for code scaffolding (prompting, reading and correcting the output, assisted debugging); validation, debugging and responsive design; publishing (modern hosting, basic FTP notions).
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Programma

4. Communication strategy, SEO and web marketing - Search engines and indexing techniques; Generative Engine Optimization (GEO): how it differs from traditional SEO, structured content, Schema.org data, the lms.txt file; stickiness, syndication (RSS/Atom) and feeds; the semantic web and metadata.

5. Other topics - Google tools for websites; HTML5 semantics; Open Graph and social sharing; ethics and limits of generative AI in design (ownership of generated images, bias, when not to rely on AI).

Final project: design and development of a personal portfolio website, published online, with documented, conscious use of generative AI tools.

Testi consigliati, bibliografia

Bibliography:

- E. Castro, HTML5 e CSS3 per il World Wide Web, HOPS
- J. Duckett, HTML and CSS: Design and Build Websites
- E. A. Meyer, CSS Pocket Reference, HOPS
- J. Nielsen, H. Loranger, Web usability 2.0. L'usabilita' che conta, Apogeo
- A. Wathan, S. Schoger, Refactoring UI

Recommended reading:

- J. Zeldman, Designing with Web Standards
 - S. M. Weinschenk, Neuro Web Design, Apogeo
 - S. Krug, Don't Make Me Think
 - J. Sklar, Principi di web design, Apogeo
 - D. A. Norman, The Design of Everyday Things
 - J. Maeda, The Laws of Simplicity
 - E. Mollick, Co-Intelligence: Living and Working with AI
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