COURSE INFORMATION FORM

DISCIPLINE Graphic Design
COURSE TITLE Web Design
CR.HR 3 LECT HR. 1 LAB HR. 5 CLIN/INTERN HR. CLOCK HR. 

CATALOG DESCRIPTION
Concept and message development, design and production, publishing of web sites, visual design, color, typography, and digital graphics for the web will be stressed. Text-editing, web-authoring, and image-editing software will be used.

PREREQUISITES
GDES 150 Computers in Design II

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Identify the role of web design in society and describe through written and oral discussion the historical contexts of web design.
2. Define the elements and principles of organization/design and identity their presence in web designs.
3. Demonstrate competency in web design applications while producing information design and architecture according to the standards of the industry; using HTML and web-authoring applications.
4. Construct, register, upload, and maintain a web site.
5. Demonstrate competency in the use of image-editing software creation of graphics for the Web.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes ESO
2. Critical Thinking:
   B. Define, analyze, and evaluate information, materials and data
   4. Integrate information and see relevant relationships that broaden and deepen understanding
      (3,5)
3. Life-Long Learning
   C. Attributes of an Awareness of the Convergence of Knowledge
   3. Synthesize information to facilitate application
      (2,3,4,5)
6. Humanities
   C. Identify aesthetic standards used to make critical judgments
      (3,5)
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

1. Demonstrate the ability to learn and apply required software and technical tools according to industry standards.
2. Apply technical skills and critical thinking skills to solve visual communication problems.
3. Work with others by engaging in collaborative efforts to solve design problems and manage projects.
4. Demonstrate effective time management and communication skills – both written and oral.
5. Demonstrate professional ethics, apply effective business practices and project management skills.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Evaluations will be based on project assessments and evaluations on principles of design and historical information as it relates to designing for the Web. (ESO#1,2,3,4,5)
2. Student activity and works produced will be analyzed during the class period to assess the level of student involvement in and understanding of the web design processes. (ESO#1,2,3,4,5)
3. Classroom critiques will be facilitated to assess conceptual and practical understanding of web design processes and the student’s ability to establish critical criteria for judgment and revision. (ESO#2,3,4,5)
I. COURSE OUTLINE FORM

DISCIPLINE  Graphic Design

COURSE TITLE:  Web Design

Through a series of sequential graphic design assignments the following areas will be addressed. These topics should be addressed within this course. The instructor may place more emphasis on some areas more than others and may add topics as the instructor sees fit, and as time allows. Asterisked items may be considered optional.

I. Web Design and its role in society
II. Principles of organization/design
   A. Contrast/ Variety
   B. Rhythm/Movement
   C. Balance
   D. Dominance/Emphasis
   E. Harmony
   F. Economy
   G. Unity

III. Web exploration
   A. Identify and define
      1. Internet
      2. World Wide Web
      3. Web Design
   B. Browsers
   C. Addresses/URLs
   D. Publishing with FTP (File Transfer Protocol)
   E. Researching the Web
      1. Directories
      2. Search engines

IV. Web Pages and Sites
   A. Format
      1. HTML
      2. XHMTL
      3. ASP
      4. CSS
      5. DHTML
      6. Javascript
   B. Links
      1. Text Links
      2. Graphic links
      3. Hotspots
      4. Image maps
      5. E-mail links

V. Website construction
   A. Planning process
      1. Targeting the audience
      2. Site planning and navigation
      3. Directory structure/Organization of the files and materials
      4. Outlining page content
      5. Graphics
      6. Linking options
      7. Architecture/structure
   B. Page and Site construction
      1. HTML
         a) Text-editing software
         b) Text formatting
2. Dreamweaver
   a) Web-authoring applications vs. text-editing applications
   b) Site and page structure
   c) Formatting text on pages
   d) Adding images to pages
   e) forms*
   f) frames*
   g) Adding multimedia content to pages
   h) Linking and navigation
   i) Working with CSS (Cascading Style Sheets)
3. Photoshop and other image-editing tools
   a) Preparing web-ready images
   b) Web-safe color palettes

VI. Color
   A. Visual acuity
   B. Color modes
   C. RGB
   D. CMYK
   E. Indexed color
   F. Web palette

VII. Typography
   A. Fonts
   B. Readability
   C. Visual Hierarchy
   D. Special characters

VIII. Graphic Images
   A. Sources
      1. Flatbed scanners
      2. Film scanners
      3. Digital cameras
      4. Photo CD
      5. Clip art archives
   B. Image editing
   C. File Size (optimization)

IX. Website registration and hosting
   A. Site organization, directory structure
   B. FTP
   C. Updating, maintaining