COURSE INFORMATION FORM

DISCIPLINE
Graphic Design

COURSE TITLE
Advanced Web Design

CR.HR. 3  LECT HR. 1  LAB HR. 5  CLIN/INTERN HR.  _______  CLOCK HR.  _______

CATALOG DESCRIPTION
Advanced site management, visual design, implementing style sheets for text formatting and layout, adding media; designing with HTML/XHTML, image-editing software, Dreamweaver and Flash.

PREREQUISITES
GDES 245 Web Design

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 identify their presence in web designs.

3. Demonstrate advanced competency while developing websites and web pages according to standards of the industry using HTML, Dreamweaver, and Flash.


5. Develop a competence in basic drawing and animating tools in Flash.

6. Students will demonstrate an understanding of Flash elements as layers, scenes, nested symbols, and movie clips.

7. Develop techniques for using scenes, movie clips, masks, and compound objects to create animated buttons, graphics, cartoons, and interfaces.

8. Construct, register, upload, and maintain a website.

9. Demonstrate competency in the use of image-editing software for use in web design and motion graphics.

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.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>ESO</th>
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<tbody>
<tr>
<td>2. Critical Thinking:</td>
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<tr>
<td>B. Define, analyze, and evaluate information, materials and data</td>
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<td>4. Integrate information and see relevant relationships that broaden and deepen understanding</td>
<td>(3,5)</td>
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<td>3. Life-Long Learning</td>
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<td>C. Attributes of an Awareness of the Convergence of Knowledge</td>
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<td>3. Synthesize information to facilitate application</td>
<td>(2,3,4,5)</td>
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<td>6. Humanities</td>
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<tr>
<td>C. Identify aesthetic standards used to make critical judgments</td>
<td>(3,5)</td>
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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 examination(s) on color information as it relates to design concepts and organization. (ESO#1,2,3,4,5,6,7,8,9)
2. Student activity and works produced will be analyzed during the class period to assess the level of student involvement in and understanding of design processes. (ESO#3,4,6,7,8,9)
3. Classroom critiques will be facilitated to assess conceptual and practical understanding of design processes and the student’s ability to establish critical criteria for judgment and revision. (ESO#2,5,6,7,9)
I. COURSE OUTLINE FORM

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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. Proportion/Scale
   F. Harmony
   G. Economy
   H. Unity

III. Advanced Web Design Tools Overview
    A. Forms
    B. Audio
       1. Audio downloads
       2. Streaming audio
       3. Background sound
    C. Video
       1. Movies
       2. Streaming video
    D. Dreamweaver
    E. Flash
    F. DHTML
    G. XHTML

IV. Advanced Formatting
    A. Embedded Cascading Style Sheets (CSS)
    B. External Style Sheets
    C. Layers and Style Sheets

V. Frames
    A. How frames work
    B. Framesets
    C. Framed Pages
    D. Frame appearance and function
       1. Scrolling
       2. Margins
       3. Targeting frames
       4. Naming frames

VI. Flash
    A. Purposes and how Flash works
    B. Interface
       1. Tools, editing, importing graphics
    C. Text elements
    D. Sound elements
    E. Symbols and Libraries
F. Layers
G. Working with Elements on the Stage
   1. Selecting
   2. Groups
   3. Positioning elements
   4. Transforming elements
   5. Keyframe animation
   6. Motion tweening
H. ActionScript, Behaviors, and Interactivity
I. Publishing Flash files
   1. SWF
   2. Cross-platform issues
   3. Writing HTML
   4. Streaming, testing
   5. Optimizing

VII. Color
    A. Visual acuity
    B. Color modes
    C. Indexed color
    D. Web palette

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

IX. Graphic Images
    A. Sources
       1. Flatbed scanner
       2. Film scanner
       3. Digital camera
       4. Stock photo
       5. Clip art archives
    B. Image editing
    C. File size (optimization)

X. Website registration and publishing
    A. Site organization, directory structure
    B. FTP
    C. Updating, maintaining