

# COURSE SYLLABUS

<b>Course Title:</b>	Web Design	<b>Date submitted:</b>	May 2019 (AAC: 19-25 )
<b>Department:</b>	Arts & Media		
<b>Curriculum:</b>	Graphic Design		
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	GRA*260	<b>Prerequisites:</b>  C- or better in Visual Communications(GRA*200), OR permission of program coordinator
	<b>Course Type:</b>	Z	
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio		
	<b>Elective Type:</b>	FA/G/LAS	<b>Corequisites:</b>  None
	E: English FA: Fine Arts HI: History HU: Humanities LA: Liberal Arts FL: Foreign Language M: Math S: Science SS: Social Science G: General		
	<b>Credit Hours:</b>	3	
	<b>Developmental:</b> (yes/no)	No	
	<b>Contact Hours:</b>	Lecture: 2	
		Clinical: 0	
		Lab: 0	
	Studio: 2		
	Other: 0		
	TOTAL: 4	<b>Other Requirements:</b>  None	
<b>Class Maximum:</b>	20		
<b>Semesters Offered:</b>	F or S		
<b>Catalog Course Description:</b>	Introduction to Website design using WordPress. Create websites; blog about your activities; and integrate social media into your online presence. Students will apply previously learned design, typography, and software skills to create, organize, and structure content for clarity and impact through the use of type, color, image, and interactivity using Wordpress.		
<b>Topical Outline:</b> List course content in outline format.	1. What is web design? A. Overview of web design B. Linear vs. non-linear (interactive) design C. Introduction to web pages, their purpose D. Working with a web browser E. Analyzing different kinds of website designs 2. Design issues in web page design A. Function and purpose B. Content C. Visuals		

- D. Interface design
- E. Interactivity
  
- 3. Web design process
  - A. Define content
  - B. Time line
  - C. Budget and resources
  
- 4. Visual Design
  - A. Visuals
  - B. format
  - C. type
  - D. image
  - E. color scheme
  
- 5. Interface and interaction
  - A. Organizing and grouping content
  - B. Screen layout
  - C. Menus and navigation
  
- 6. Learning WordPress
  - A. WordPress intro and overview
    - 1. creating an account
    - 2. managing your account
  
  - B. WordPress interface
    - 1. menus
    - 2. dashboard
    - 3. file structure
    - 4. upgrading
  
  - C. WordPress settings
    - 1. general
    - 2. text
    - 3. media
    - 4. links
  
  - D. Site design
    - 1. menus
    - 2. categories
    - 3. navigation
    - 4. headers
    - 5. links
    - 6. color scheme
    - 7. fonts choices
    - 8. layout options
  
  - E. Platform adaptation
    - 1. design for desktop
    - 2. design for mobile
  
  - F. Themes and templates
    - 1. choose a theme

- 2. customize a theme
- 3. working with templates
  
- G. Widgets and plugins
  - 1. adding widgets
  - 2. adding plugins
  
- H. Website content
  - 1. posts
  - 2. pages
  - 3. tags
  
- I. Menus
  - 1. add menus
  - 2. edit menus
  
- J. Media
  - 1. edit images
  - 2. create and manage galleries
  - 3. audio
  - 4. video
  
- K. Customize a Wordpress theme
  
- L. Blogs
  - 1. setting up a blog
  - 2. posting to a blog
  - 3. manage a blog
  
- M. Other
  - 1. search engine optimization
  - 2. sitemaps
  - 3. tracking site statistics
  
- 7. Updating a website
  
- 8. Graphics software for creating web page images and graphics
  - A. Photoshop functions and techniques specific to web page design
  - B. Illustrator functions and techniques specific to web page design
  - C. Image scanning
  
- 9. Copyright laws and how they apply to art and design
  
- 10. Portfolio presentation
  

NOTE: Projects that may be listed to address particular topics are suggestions, not mandated.

**Outcomes:**

Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

**Upon successful completion of this course, the student will be able to do the following:**

**COURSE:**

Through a series of lectures, demonstrations, and projects, students will learn and apply the concepts of design and creation for web design. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and successfully design and produce a functional website project using web design software — specifically WordPress,

that incorporates:

1. Content grouping and organization
2. Screen layout and visuals
3. menus and navigation

In this effort, students will:

1. acquire knowledge of the creative uses of web site and interface design through analysis and critique of existing web-based design, and the creation of original web-based visual communication designs
2. acquire skills in the use of the tools and techniques available in a web design software program — WordPress, so as to be able to and create original, visually engaging, and functional web site designs from concept, through storyboard, to finished design
3. communicate visual concepts through the appropriate choice and application of composition, type styles, images, interface design, and interactively
4. demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects
5. effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design
6. present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course

**PROGRAM:** *(Numbering reflects Program Outcomes as they appear in the college catalog)*

Depending upon level of successful completion of coursework within the program, students will - at the intermediate level:

#### VISUAL LITERACY AND CREATIVE EXPRESSION

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

#### VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

4. Understand the function and impact of design, and the roll of the design profession in our society.
5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, page composition, interface design, sound, motion, and interactivity.
6. Effectively communicate an understanding of design concepts, processes, and techniques using the “language” of design.

#### MEDIA AND TECHNICAL SKILLS

8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.
9. Acquire skills in the use of interactive media, and 2d animation software programs so as to be able to design and execute motion graphics, animation, and interactive designs.

#### PROFESSIONAL PRACTICE

10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and

	<p>adhering to professional ethical standards.</p> <ol style="list-style-type: none"> <li>11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.</li> <li>12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.</li> </ol> <p><b>GENERAL EDUCATION:</b> <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> <li>1. <b>Aesthetic Dimensions</b> - Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.                     <p><b>Demonstrates:</b> Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.</p> <p><b>Does Not Demonstrate:</b> Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.</p> </li> </ol>
<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <p>A student’s creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through:</p> <ol style="list-style-type: none"> <li>1. Studio classwork</li> <li>2. Projects</li> <li>3. Individual and group critiques/discussions</li> <li>4. Portfolio review of work completed during the semester</li> <li>5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor</li> </ol>
<p><b>Instructional Resources:</b> List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required: Graphic Design studio</p> <ol style="list-style-type: none"> <li>1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software.</li> <li>2. Instructor workstation with permanently attached color projection system</li> <li>3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling</li> <li>4. Software used in the course – Adobe Illustrator, Adobe Photoshop, WordPress (current versions)</li> <li>5. Letter and tabloid size black &amp; white, and color Postscript laser printers</li> <li>6. Large format color Postscript inkjet printers</li> <li>7. Paper cutters and light tables</li> </ol>
<p><b>Textbook(s)</b></p>	<p>Visual Quick Start Guide—WordPress, PeachPit Press.</p>