This course provides a basic introduction to designing and preparing images and media for the Web. The student will learn how to make interesting and dynamic-looking Web sites and Web graphics with the popular applications Dreamweaver, Photoshop, and WordPress. The student will learn to identify the audience, determine appropriate content, and assemble a Web site. The class will cover classic principles of design, how the principles apply to Web design, and the issues and constraints of designing complex, multi-layered sites.

**JUSTIFICATION FOR COURSE:**

**PREREQUISITES:**

**COREQUISITES:**

**ADVISORIES:**

**ASSIGNED DISCIPLINES:**
- Art
- Commercial art (sign making, lettering, packaging, rendering)
- Graphic arts (desktop publishing)
- Multimedia

**MATERIAL FEE:** Yes [ ] No [X] Amount: $15.00

**CREDIT STATUS:** Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

**GRADING POLICY:** Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

**OPEN ENTRY/OPEN EXIT:** Yes [ ] No [X]

**TRANSFER STATUS:** CSU Transferable [ ] UC/CSU Transferable [ ] Not Transferable [ ]

**BASIC SKILLS STATUS:** Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

**CALIFORNIA CLASSIFICATION CODES:** Y - Not Applicable

**NON CREDIT COURSE CATEGORY:** Y - Not applicable, Credit Course

**OCCUPATIONAL (SAM) CODE:** C

**REPEATABLE ACCORDING TO STATE GUIDELINES:** No [X] Yes [ ] NUMBER REPEATS:

**REQUIRED FOR DEGREE OR CERTIFICATE:** No [ ] Yes [X]

Graphic Design and Production Option

Associate of Arts: Liberal Arts: Emphasis in Business and Technology (Associate in Arts)
Digital Arts (Associate in Arts)
Digital Media (Certificate of Achievement)
Digital Media (Associate in Arts)
Floral Design and Shop Management (Associate in Arts)
Graphic Design Web Site Design Certificate (Certificate of Specialization)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Formulate a web site plan and construct the web site.
2. Analyze techniques for optimizing graphics and integrating animation, audio, and video into a web site.
3. Apply classic design principles to web site planning and construction.
4. Discuss the balance between form and function.
5. Analyze how to orient and guide web visitors with clear navigation.

COURSE OBJECTIVES:

1. formulate a web site plan and construct the web site.
2. analyze techniques for optimizing graphics and integrating animation, audio, and video into a web site.
3. apply classic design principles to web site planning and construction.
4. discuss the balance between form and function.
5. analyze how to orient and guide web visitors with clear navigation.

COURSE CONTENT:

LECTURE CONTENT:

Philosophy
A. Purpose of the site
B. Design strategies

Interface Design
A. Basic interface for the Web
B. Information access issues
C. Links and navigation
D. Steps in organizing information
   1. Chunking information
   2. Establishing hierarchy
   3. Establishing relationships

Site Design
A. Site structure
B. Site elements
C. Internet design factors

Page Design
A. Page balance
B. Grid design for pages
C. Choosing font styles
D. Establish consistency
E. Solve cross platform issues
F. Choose editorial style

Web Graphics
A. Color display
B. Graphic file formats: GIFS, JPEG
C. Optimizing graphics

Web Multimedia and Animation
A. Design and audiovisual elements
B. Digital videos
C. Digital audio

LABORATORY CONTENT:

All lab time will be spent working on the projects that are assigned to strengthen the understanding of the above listed modules presented in the lecture.

Interface Design
A. Designingasic interfaces for the Web
B. Accessing information and dealing with access issues
C. Design links and navigation pathways
D. Organize information
   1. Chunking information
   2. Establishing hierarchy
   3. Establishing relationships

Site Design
A. Site organization
B. Determine site elements
C. Incorporate internet design factors

Page Design
A. Balance pages
B. Design grids for pages
C. Choosing Font Styles
D. Establish consistency
E. Solve cross platform issues
F. Choose editorial style

Web Graphics
A. Manipulate color display
B. Consider different graphic file formats
C. Optimize graphics

Web Multimedia and Animation
A. Design and build audiovisual elements
B. Incorporate digital videos
C. Incorporate digital audio

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Online:
D. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Textbook
Websites

Basic design principles for creating Web sites
Basic Web pages
Opening and creating HTML files
Colors and Web pages

Out-of-class Assignments
Class projects will require outside work.

**Writing Assignments**

Demonstrate graphic skills using Photoshop, Illustrator, and a scanner by creating graphics to be used in a Web site.

Demonstrate problem solving and design skills by developing a Web site.

**METHODS OF STUDENT EVALUATION:**

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Projects (ind/group)
Problem Solving Exercises
Skills Demonstration

**Demonstration of Critical Thinking:**

The student will optimize graphics and integrate animation, audio and video into a Web site.

The student will demonstrate critical thinking by simplifying content information down to the essential elements that best communicate to the targeted audience.

**Required Writing, Problem Solving, Skills Demonstration:**

Demonstrate graphic skills using Photoshop, Illustrator, and a scanner by creating graphics to be used in a Web site.

Demonstrate problem solving and design skills by developing a Web site.

**TEXTS, READINGS, AND RESOURCES:**

**TextBooks:**

1. Against the Clock Team. *Adobe Dreamweaver CS4: The Professional Portfolio*, 1st ed. Against the Clock.com, 2009

**LIBRARY:**

Adequate library resources include:

**Comments:**

**Attachments:**

[Attached Files](#)