

Course Syllabus

Department: Visual and Performing Arts

Date: Spring 2013

I. Course Prefix and Number: ART 222

Course Name: Design for the Web

Credit Hours and Contact Hours: 3 credit hours and 4 contact hours

Catalog Description including pre- and co-requisites: The course will offer students a comprehensive understanding of design issues related to web site planning and creation. Students will explore methods of multimedia design and production. While developing a basic technical understanding of this technology, students will focus on visual and informational issues. *Prerequisites: Art 115, Art 215 or permission of Instructor*

Relationship to Academic Programs and Curriculum: This course provides basic, hands on experience in the creation of web based media in the context of practical design principles.

II. Course Student Learning Outcomes:

Upon completion of the course the participant will be able to:

1. Apply knowledge of web site design with the integration of multimedia for effective communication.
2. Demonstrate technical and visual problem solving skills necessary for multimedia web design.
3. Appraise web design with a professional vocabulary which can be employed to critique design principles as well as multimedia techniques.
4. Create a web site for his/her portfolio that demonstrates an understanding of multimedia production, and the principles of effective communication.

College Learning Outcomes Addressed by the Course:

- | | |
|----------------------------------|--|
| <input type="checkbox"/> writing | <input type="checkbox"/> ethics/values |
| x oral communications | <input type="checkbox"/> citizenship |
| <input type="checkbox"/> reading | <input type="checkbox"/> global concerns |
| x mathematics | x information resources |
| x critical thinking | x computer literacy |

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): *For each identified outcome checked, please provide the specific assessment measure.*

<p style="text-align: center;"><i>Oral Communications</i></p> <p style="text-align: center;"><i>Appraise web design with a professional vocabulary which can be employed to critique design principles as well as multimedia techniques.</i></p>	<p>Assessed through the participation of students in:</p> <ul style="list-style-type: none"> • formal/informal critiques. • Sketching and pitching of ideas <p>Also, through observation and discussion during studio time.</p>
<p style="text-align: center;"><i>Critical Thinking</i></p> <p style="text-align: center;"><i>Demonstrate technical and visual problem solving skills necessary for multimedia web design.</i></p> <p style="text-align: center;"><i>Apply knowledge of web site design with the integration of multimedia for effective communication.</i></p>	<p>Assessed through the participation of students in formal/informal critiques.</p> <p>Also, measured through the review of projects. The instructor will provide the participant with written and/or verbal feedback.</p>
<p style="text-align: center;"><i>Computer Literacy</i></p> <p style="text-align: center;"><i>Have a working knowledge of web site design with the integration of multimedia for effective communication.</i></p> <p style="text-align: center;"><i>Create a web site for his/her portfolio which demonstrates an understanding of multimedia production, and the principles of effective communication.</i></p>	<p>Measured by reviewing the technical files submitted for assignments and by observation of working practices during studio time.</p>
<p style="text-align: center;"><i>Information Resources</i></p> <p style="text-align: center;"><i>Create a web site for his/her portfolio that demonstrates an understanding of multimedia production, and the principles of effective communication.</i></p>	<p>Measured by reviewing the technical files submitted for assignments and by observation of working practices during studio time.</p>

IV. Instructional Materials and Methods

Types of Course Materials:

Textbooks, because course content is time sensitive, materials are often downloaded or observed through subscription over the Internet.

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

Lectures, demonstrations, working studio sessions, critiques (group and individual) and student projects

V. General Outline of Topics Covered:

- I. Course Introduction**
Brief history of the World Wide Web
Basic Terminology
- II. HTML Basics**
Formatting, Images, Links, Frames
- III. Java & Java Script**
Design Basics
- IV. Site Structure**
Planning a Web Site
- V. Type**
Font, Design Considerations
- VI. Graphics**
Web File Formats /Color Aesthetics
- VII. Sound**
Sound Behavior / Java Script
- VIII. Introduction to Flash**
Use of Web Animation
- IV. Final Project**
Production /Uploading
- V. Final Presentation / Critique**