



Broward Community College Course Outline

COMMON COURSE NUMBER: GRA 2142C

COURSE TITLE:

CREDIT HOURS: 3

WEB DESIGN

CREDIT HOURS BREAKDOWN:

Lecture / Discussion	
Lab	<u>96</u>
Other	
Contact Hours /Week	<u>6</u>

CATALOGUE COURSE DESCRIPTION:

Prerequisites: ART 120 1 C, ART I 300C, ART 2230C
Corequisites: None

Web Design is an intended for Art / Graphic Design majors who will apply sound design principles toward delivering images for the world wide web. The student will develop an understanding of how the internet is used by commerce, how it functions in the marketplace and how Graphic Designers apply their skills to a digital media. The student will create web pages / sites, coordinate web structures, and learn basic web-site management techniques.

Course procedures include projects, demonstrations, lab, lecture, and critiques.

Intended for art majors who wish to pursue a BFA degree in Graphic Design.

UNIT TITLES:

1. Introduction to the Internet and the World Wide Web.
2. Application of design principles- differences and similarities.
3. Web Design using Dreamweaver v. HTML.
4. Graphic imaging for web sites.
5. Setting up web pages/site using Dreamweaver
6. Managing web sites.

Last Review: Academic Year 2000-2001

Next Review: Academic Year 2005-2006

Course Overview:

Upon successful completion of this course the student should understand and be able to coordinate a web-site from initial design through construction, implementation and ongoing management. The student should be able to apply appropriate Graphic Design principles learned from earlier classes to an electronic format.

UNIT OUTCOMES:

Unit I Introduction to the Internet and the World Wide Web

General Outcome:

- 1.0 The students should be able to demonstrate a working knowledge of the internet and the World Wide Web, the interconnectivity phenomena and how context affects communication.

Specific Learning Outcomes:

- 1.1 Develop an understanding of how the world wide web was developed technically, the historical context in which it was created, how it influences our culture, and how it may change in the future.
- 1.2 Appreciate how graphic design has influenced the web and the symbiotic relationship between the two.
- 1.3 Interpret and digest contemporary trends in marketing for the web and the use of Graphic Design for the web.

Unit 2 Application of Design Principles to the Web - Differences and Similarities

General Outcome:

- 2.0 The student should be able to integrate quality design principles into a variety of increasingly complex design problems intended for the web.

Specific Learning Outcomes:

- 2.1 Review proper graphic design principles.
- 2.2 Understand the concepts of interface, interactivity and interactive design
- 2.3 Assess and analyze ergonomic factors.
- 2.4 Assess and analyze similarities of all media.
- 2.5 Assess and analyze differences between traditional vehicles for the delivery of information and the web.
- 2.6 Identify methods and develop strategies for the design of successful web sites.

Unit 3 Web Design Using Dreamweaver v. HTML

General Outcome:

- 3.0 By accurately completing a series of exercises and projects, the student should be able to demonstrate a basic understanding of the software program Dreamweaver as well other computer applications for image development and layout.

Specific Learning Outcomes:

- 3.1 Conduct in-depth analysis of choices for web design.
- 3.2 Understand theory of Hyper Text Mark-Up Link (HTML).
- 3.3 Study contemporary trends in web page design.
- 3.4 Apply skills necessary using Dreamweaver to create web pages and a completed web site.

Unit 4 Graphic Imaging for Web Sites

General Outcome:

- 4.0 The student should be able to organize files in proper file formats and create color correct, properly sized images ready for inclusion on the web.

Specific Learning Outcomes:

- 4.1 Develop a basic understanding of electronic file requirements as they apply to the web.
4.2 Design and create professional quality images on the desktop.
4.3 Become proficient at handling, importing/exporting images and the proper use of imaging files as they apply to a web page.

Unit 5 Setting Up Web Pages / Sites Using Dreamweaver

General Outcome:

- 5.0 The student should be able to use Dreamweaver to build web pages and construct an entire site utilizing the full graphic potential of the program.

Specific Learning Outcomes:

- 5.1 Select and apply proper document requirements for a web page layout
5.2 Incorporate traditional layout knowledge and skills while designing web pages using Dreamweaver on the desktop.
5.3 Create successful web pages utilizing the full graphic potential of the application.
5.3 Create a successful web site for a "client!" capable of being produced on the world wide web.

Unit 6 Managing Web Sites

General Outcome:

- 6.0 The student should be able to understand the business requirements of a web site and incorporate the mechanisms available for ease of ongoing web management.

Specific Learning Outcomes:

- 6.1 Understand the business requirements/concerns of a web site.
6.2 Identify methods of measuring the success of a web site.
6.3 Properly organize site to facilitate marketing aims.
6.4 Design web site utilizing the full management capabilities Dreamweaver.

Evaluation Component:

At the end of the semester, evaluation of the course and its content will be obtained from the instructors and students involved in the project. In addition, all students will develop portfolios of their web page designs. A panel of three faculty will evaluate these materials along with the course outline and syllabi and make suggestions for course improvement.