

Date: Spring 2004

COURSE TITLE: DESIGN FOR THE WEB  
COURSE NUMBER: ART 222  
Credit and Contact Hours: 3 credit hours – 4 contact hours  
Catalog Description:

This course introduces the skills related to the design, production and maintenance of web based graphics. Emphasis will be on the visual and communicative aspects of site design with the integration of multi-media components. *Prerequisites: Art 115, Art 215 or permission of Instructor*

## II. GOALS & OBJECTIVES:

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.

### *STUDENT LEARNING OUTCOMES*

The student will, at the end of the course:

1. Have a working knowledge of web site design with the integration of multimedia for effective communication.
2. Have developed technical and visual problem solving skills necessary for multimedia web design.
3. Develop a vocabulary to critique basic design principles as well as multimedia techniques.
4. Produce a web site for his/her portfolio which demonstrates an understanding of multimedia production, and the principles of effective communication.

### *RELATION OF COURSE GOALS TO GOALS OF DEGREE PROGRAM*

This course provides basic, hands on experience in the creation of web based media in the context of practical design principles.

### *COMPETENCIES ADDRESSED IN THIS COURSE*

Oral Communication  
Ethics and Values  
Problem Solving &

Professional Competency  
Information Resources  
Reading

Critical Thinking

Writing

### **III. METHOD OF INSTRUCTION:**

Classes are conducted in a studio/lab environment. A step by step approach is used to build the student's basic knowledge of web site design and multi-media applications. Regular assignments are given to help students master skills and develop a personal vision. Extensive use of visuals illustrates concepts and gives historical perspective. Critiques are held at the completion of each assignment.

**ASSESSMENT MEASURES:** The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

### **STUDENT ACTIVITIES:**

Presentation  
Assigned Reading  
Class discussion/Assignments  
Studio Environment  
Problem Solving  
Individual Student/Teacher Interaction  
Critiques

### **METHOD OF EVALUATION:**

1. Quality of Work Produced (Portfolio)
2. Promptness
3. Participation in Critiques
4. Attendance
5. Attitude & Progress

### **IV. COURSE OUTLINE:**

- 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
- IX. Final Project  
    Production /Uploading
- X. Final Presentation / Critique