Salem Community College Course Syllabus

Course Title: Web Design

Course Code: **CGA 140**
Lecture Hours: 2
Lab Hours: 2
Credits: 3

Course Description:
Web Design will introduce students to the basic principles of design and type as they apply to the web and mobile devices. Students will learn basic HTML and CSS code. Students will understand the architecture and wireframe involved in creating a website. Students will analyze and define web and mobile related terminology. Plans for organizing a site, discovery of what constitutes good and bad design, and an emphasis on navigation will be applied. Students will use the computer and websites to present information.
A working knowledge of Adobe Photoshop is required since this program will be used for all image manipulation and editing associated with this course.

Place in College Curriculum:
This course is required for the Associate in Fine Arts in Computer Graphic Art, or may be taken with written permission of the instructor.

Prerequisite:
CGA 101, or written permission of instructor.

Date of Last Revision:
March 2016

Course Outline

I. Web Overview
    A. Terminology
    B. History and development
    C. The contemporary role of the web
    D. Understand and define responsive design
    E. Different types of websites; personal websites, commercial websites, non profit websites, contributory websites, information websites
    F. Understanding target audiences for different types of websites

II. Images for the web
    A. Defining copyright
    B. Understanding image permissions
    C. Creative Commons license
    D. Formatting for web images
    E. Download time and web imagery

III. Design for the web
    A. Comparing web sites
        1. Bad design
        2. Good design
    B. Good design guidelines using contrast, alignment, repetition and proximity
    C. Introduction to web layout for web and mobile devices
    D. Understanding web friendly type for the web and mobile devices
    E. Typographical hierarchy
    F. Understanding button size for desktop and mobile sites

IV. The Basics – Using HTML & CSS
    A. Making a website for both mobile and desktop use
    B. Understanding responsive design vs. non responsive design
    C. Organizing, Naming & Saving
    D. HTML & CSS
    E. Text Editors
    F. Adding images
    G. Linking for navigation
    H. Browser display
    I. CSS style rules
    J. Adjusting HTML & CSS code

V. Create sites for mobile devices and desktop computers
    A. HTML & CSS
    B. Publishing Web Pages
    C. Search Engine Optimization (SEO)
    D. Web compliance

Course Performance Objective #1:
Students examine the source of images on the web and discuss the legal and ethical implications of copyright and image permissions.

Learning Outcomes:
Students will:
1. Recognize and describe how original photography is used and how credit is given.
2. Describe how stock photo sites license images.
3. Identify and define what constitutes copyright infringement.
4. Evaluate best practices for sourcing images.
5. Describe permission free images.
6. Analyze the Creative Commons license.

Course Performance Objective #2:
Students will analyze, recognize and define attributes of good web site design as shown by the instructor.

Learning Outcomes:
Students will:
1. Analyze successful websites.
2. Analyze how the principles of design are used within professional websites.
3. Compare and contrast different design styles of websites.
4. Identify creative use of web typography in professional examples.
5. Recognize how professional websites use contrast as a dominant design element.
6. Recognize the use of alignment in web layout.
7. Identify the properties of a website with a strong layouts.
8. Identify and recognize websites that lack strong design aesthetics.

Course Performance Objective #3:
Students will put into practice a creative strategy for concept development.

Learning Outcomes:
Students will:
1. Design small storyboards and wireframes in a sketchbook.
2. Research myriad approaches in technique.
3. Construct a source of inspiration for idea development.
4. Design a research based approach to given assignment.

Course Performance Objective #4:
Students will increase oral communication and the ability to critically discuss and analyze web site design.

Learning Outcomes:
Students will:
1. Describe and critique web site designs of their peers.
2. Compare and contrast approaches to web site design within the classroom.
3. Explain and evaluate the creative process needed for web design.
4. Put into their own words the process of creating websites and mobile designs, both technically and creatively.

Course Performance Objective #5:
Students will use both standard and stylized web typography to communicate clearly.

Learning Outcomes:
Students will:
1. Evaluate and apply web friendly typefaces.
2. Discuss best practices for type on the web.
3. Plan and devise a typographic approach for user readability.

Course Performance Objective #6:
The student will demonstrate an ability to create web pages using HTML and CSS code .

Learning Outcomes:
Students will:
1. Show how to begin and end an HTML document using basic code.
2. Illustrate how to add a heading and title to the HTML document and display the results in a browser.
3. Illustrate how to format text in the HTML document changing the size, font, and color and will display the results in a browser.
4. Show how to prepare images in Photoshop to save for web as either GIF, PNG or JPEGs for display on the web page.
5. Show how to insert images on the web page, wrap text around the images, align the images, and use images as backgrounds in the HTML document, then display the results in a browser.
6. Demonstrate using divs in the HTML document to organize text in the page layout and display the results in a browser.
7. Demonstrate using links in the HTML document to navigate from one page to the next using a browser.

Course Performance Objective #7:
Students will demonstrate an understanding of responsive design.

Learning Outcomes:
Students will:
1. Compare and contrast mobile and desktop sites.
2. Discuss pixel dimensions.
3. Build for the smallest screen size.
4. Analyze and discuss the benefits and drawbacks of a responsive site.

Course Performance Objective #8:
Students will put into practice HTML and CSS web sites with multiple pages using good rules of design and layout.

Learning Outcomes:
Students will:
1. Create strong multi-page website designs
2. Create guidelines for each project.
3. Evaluate research on how to best meet the needs of each website.
4. Use in an ideation process that may include thumbnail sketches and sitemaps.
5. Evaluate website layout and functionality with tools like wireframes and mock-ups.
6. Devise multiple methods for laying out effective websites
7. Compare and contrast static versus fluid designs and how each is best used.
8. Support responsive design where appropriate.

9. Construct their designs utilizing HTML and CSS
10. Illustrate the use of internal and external style sheets to affect the appearance of web pages.
11. Use divs to organize and layout web pages according to design.
12. Show and execute effective, user-friendly navigation within websites.
13. Categorize appropriate images and media for websites.
14. Compare and contrast a variety of web browsers and mobile devices to test the display and functionality of finished websites.

Course Performance Objective #9:
Students will demonstrate how to publish and display web sites for class critique.

Learning Outcomes:
Students will:
1. Use basic web hosting
2. Put into practice an FTP client for web publishing
3. Use a web browser to display the complete web site for class critique.

Course Performance Objective #10:
Students will apply good search engine optimization on web sites created.

Learning Outcomes:
Students will:
1. Use and apply standards compliant, accessible code
2. Recognize and define the factors affecting the search-ability and ranking of web pages
3. Put into practice relevant keywords to web pages including to titles, headings and meta descriptions

General Education Requirements:
The general education goals covered in '***Web Design***' are written and oral communication, technological competency, humanistic perspective, ethical reasoning and action and information literacy . See student handbook for additional details.

General Outcomes Assessment:
A college-wide outcomes assessment program has been put into place to enhance the quality and effectiveness of the curriculum and programs at Salem Community College. As part of this assessment program, the learning outcomes for this course will be assessed. Assessment methods may include tests, quizzes, papers, reports, projects and other instruments. Copies of all outcomes assessments are available in an electronic assessment bank maintained by the Institutional Research and Planning Office.

Course Activities:
Learning activities include reading and completing class assignments and tutorials, participating in class lectures, participating in class critiques, internet research, creating web sites using CSS and HTML, and completing final projects for presentation as instructed.

Course Requirements and Means of Evaluation:
Please refer to the instructor's syllabus addendum (to be distributed in class) for specific information regarding the course requirements and means of evaluation.

Academic Honesty Policy:
Students found to have committed an act of academic dishonesty may be subject to failure in this course, academic probation, and/or suspension from the college. See the Student Handbook for additional details.

Attendance Policy:
Regular and prompt attendance in all classes is expected of students. Students absent from class for any reason are responsible for making up any missed work. Faculty members establish an attendance policy for each course and it is the student's responsibility to honor and comply with that policy.

ADA Statement:
If you have a 504 Accommodation Plan, please discuss it with your instructor. If you have any disability but have not documented it with the Disability Support coordinator at Salem Community college, you must do so to be eligible for accommodations. To contact the Disability Support Coordinator, call 856-351-2773, visit DON108, or email disabilitysupport@salemcc.edu to set up an appointment. To find out more information about disability support services at Salem Community College, visit www.salemcc.edu/students/student-success- programs/disability-support

Instructor Information:
(See handout)

Required Text(s):
None

Optional Text(s): Check with the SCC bookstore for additional texts as requested by the instructor

Supplies:
Flash drive

Additional Costs: As necessitated by the required supplies.