**ART 87 Web Design**

2 credits / 4 hours

revised: 08/12

**Course Description**

Building upon skills acquired in previous computer graphics courses, this hands-on computer laboratory workshop focuses upon advanced software and design proficiency. Students will learn professional Web Design and Web Multimedia software. Projects will include various graphics for the web as well as the creation of an interactive website.

Prerequisites: ART 84 or departmental permission

Co-requisite: none

**Course Materials**


Blackboard/ePortfolio Class Site

**Course Learning Outcomes**

1. Apply basic understanding of HTML and CSS code in the creation of various web pages and sites.
2. Demonstrate intermediate understanding of pixel-based imaging and resolution in the production of mockups and web images and pages.
3. Apply understanding of digital imaging for web, including slicing and optimization, in the successful integration of images into web design.
4. Demonstrate basic understanding of UI (User Interface), UX (User Experience), Navigation and Interactivity in the creation of user-friendly menus and navigation systems.
5. Use fundamental composition, color, and typographic principles effectively in the design of aesthetic and functional layouts for the web.
6. Demonstrate effective time management and organizational skills in creating and managing web sites.
7. Describe and critique web sites, and articulate visual ideas using web-related terms.
8. Apply basic FTP and Web Hosting understanding in order to publish files on the Web.

**Course Grade and Attendance Policy**

It is crucial that you attend every class. Excessive absence or lateness may result in lowering of grade. Students must complete all class work and meet all assignment deadlines.

Attendance 10 %

Class participation 10 %

Timely completion of assignments 10 %

Projects 70%

**General Education Goal**

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic.