ART 93 Web Design Project
2 credits / 4 hours
revised: 08/12

Course Description
This course explores the creative and technical process involved in the development of a web design project, including information architecture, interactivity, and menu design. It is conceptual in nature and employs a disciplined and systematic approach to the development of web sites and other Internet related projects. The course takes a comprehensive look at how web sites are developed and deployed and looks into common technologies used for web design. Students will develop fully functional web sites from the ground up.
Prerequisites: ART 87 and ART 88 or departmental permission
Co-requisite: none

Course Materials
HTML5 & CSS3: Visual QuickStart Guide
Blackboard/ePortfolio Class Site

Course Learning Outcomes
1. Demonstrate proficiency in industry-standard software in the creation of web content.
2. Use intermediate skills in coding languages, such as HTML, CSS, Action Script, JavaScript, and PHP to build interactivity and navigation systems for the Web.
3. Apply intermediate understanding of digital sound to incorporate and edit sound files into web and animation files.
4. Demonstrate intermediate use of timeline controls and Action Script to create interactive interfaces, buttons, and animations.
5. Show effective use of nested timelines and modularization in the creation of complex animations.
6. Demonstrate advanced understanding of Interactivity and usability concepts in creating web sites and other interactive systems.
7. Demonstrate the ability to prepare different file formats for Web and publish them onto a server.
8. Show ability to effectively use and modify web templates for social media and blogs.
9. Demonstrate basic knowledge of client and server-based scripting to create web forms.
10. Demonstrate intermediate file, task and project management skills in the creation and management of web sites and animations.

Course Grade and Attendance Policy
It is crucial that you attend every class. Three unexcused absences will result in failing the course. Excessive lateness will result in lowering of grade and can constitute an absence. Students must complete all class work and meet all assignment deadlines.
Attendance 10 %
Class participation 10 %
Timely completion of assignments 10 %
Mini Projects 10 %
Projects 60% (15 % each)
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Course Topics

• Review of Digital Animation and Adobe Flash
• Review of Web Design and Adobe Dreamweaver
• Review of Information Architecture and Usability Principals
  First Mini-Project – Create a flowchart for a company web site
• Review of Action Script
• Review of Navigation and Interactivity in Flash
  Second Mini-Project – Create an animated navigation menu
• Review of Principles of Composition, Color and Principles of Typography
• Review of Principles of Time-Based Design, Interactivity and Usability
  Third Mini-Project – Create a splash page for a company web site
• Introduction to Web Hosting
  Final Project – Design and build an advanced commercial web site

General Education Goal

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