



Undergraduate Course Syllabus

IT 375: Digital Graphics Design

Center: Online

Course Prerequisites

IT 100

Course Description

This course presents digital graphic theory and develops skills that meet the design and technical requirements of professionally created digital images for World Wide Web commercial applications on a variety of platforms and Internet appliances. Each student develops a professional portfolio consisting of printed as well as CD-ROM material. Students also develop working Web sites that display their graphic design projects. Topics include design strategies, Web authoring environments, color calibration and aesthetics, special HTML tags, image mapping, style sheets, digital cameras and scanners, GIF animation and an introduction to Dynamic HTML. Offered as needed.

Course Outcomes

- Introduction to basic web design, terminology, and code (browsers, HTML, DHTML, Javascript, Actionsript, and CSS)
- Introduction to digital image editing and manipulation processes using Photoshop
- Introduction to basic image capturing techniques through the use of scanners, digital cameras, CDs, DVDs, videos, and film
- Acquired competency in preparing (optimizing) digital images and animations streaming low-bandwidth delivery on the World Wide Web
- Learn webpage layout skills using Adobe Dreamweaver
- Learn a variety of skills for manipulating type and textual data for web presentation and delivery
- Learn to repurpose or convert print, video, and animation communications to a “web-ready” format
- Learn to conduct systematic research to optimize creativity and originality
- Acquire knowledge of important image formats such as .tiff, .gif, pict, .jpeg, .swf, and .ESP and how and when they should be used in the saving and exporting process of digital images for webpages
- Achieve familiarity with the basic tool sets in Dreamweaver and Photoshop
- Introduction to animation techniques
- Learn how to solve web image and color management problems
- Learn site map and navigation system development for efficient usability
- Familiarization with client concerns in website development and production
- Creation of original webpage designs that can be uploaded to a variety of servers and cross-platform and browser-tested

Required Materials

There is no required text for the course.

This course requires the use of Skillsoft for access to the eBook, videos, and other assets that you can use throughout the course. You will access Skillport through the following link: <https://snhu.skillport.com>

Students will be enrolled in Skillsoft to utilize the following book, in addition to assigned videos.

Software:

Adobe Creative Cloud

These can be purchased [here](#) for a discounted rate.

Optional:

ADOBE CREATIVE CLOUD DESIGN TOOLS ALL-in-ONE For Dummies

Smith, Jennifer, et al.

John Wiley & Sons

2013

ISBN: 978-1118646113

Dreamweaver CC for Dummies

Warner, Janine

John Wiley and Sons

2013

ISBN: 978-1-118-64614-4

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions forum in Blackboard so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	8	45	360
Journal	5	50	250
Final Project	1	390	390
		Total Course Points:	1000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	<i>Total Points. 1,000</i>		
		Points	Points Equivalent	
			<i>Lower</i>	<i>Upper</i>
A	93-100	4	930	1000
A-	90-92	3.67	900	929
B+	87-89	3.33	870	899
B	83-86	3	830	869
B-	80-82	2.67	800	829
C+	77-79	2.33	770	799
C	73-76	2	730	769
C-	70-72	1.67	700	729
D+	67-69	1.33	670	699
D	60-66	1	600	669
F	0-59	0	0	599
I	Incomplete			
IF	Incomplete/Failure*			
IP	In Progress (past end of term)			
W	Withdrawn			

*Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. Assignments and discussion board posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	Basic Web Design and Digital Image Manipulation 1-1 Discussion: Web Design Concepts and Terms 1-2 Install Photoshop and Dreamweaver 1-3 Final Project Milestone One: Topic Selection
2	Image Capturing and Animation 2-1 Discussion: Final Project 2-2 Journal: Final Project Challenges 2-3 Final Project Milestone Two: Logo and Color Selection
3	Website Design and Creation 3-1 Discussion: Dreamweaver 3-2 Final Project Milestone Three: Informational Content

4	Website Design and Web Readiness 4-1 Discussion: Planning 4-2 Journal: Site Map 4-3 Final Project Milestone Four: Site Map
5	Image Formatting 5-1 Discussion: Toy Store Website 5-2 Journal: Completing a Page 5-3 Final Project Milestone Five: Two Sample Pages
6	Animation and Color Management 6-1 Discussion: Web Development Process Search 6-2 Journal: Animated GIF 6-3 Final Project Milestone Six: Rough Draft
7	Web Standards 7-1 Discussion: HTML and CSS 7-2 Final Project Milestone Seven: Final Product: Website
8	Wrapping Up 8-1 Discussion: Review Learning Outcomes 8-2 Journal: Next Steps

Attendance Policy

Online students are required to submit a graded assignment/discussion to Blackboard during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

Diversity and Disability Statement

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as possible. We will work with you and your instructor to address needs and concerns. We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services.

SNHU does not discriminate on the basis of race, color, national origin, sex, disability, age, religion, citizenship, marital status, gender identity or expression, sexual orientation, veteran/military status, or genetic information in its programs and activities. Requests for disabilities accommodations within COCE should be directed to:

Disability Resource Center (DRC)

(866) 305-9430

(877) 520-8916 (fax)

drc@snhu.edu

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns. We look forward to hearing from you.

Complaints regarding discrimination and accommodations should be directed to:

(603) 645-9664

(603) 645-9717 (fax)

adacompliance@snhu.edu

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Assessment Calibration and Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please contact the assessment calibration administrator at assessmentcalibration@snhu.edu. See [this document](#) for more information.