

Las Positas College
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Course Outline for GDDM 62

WEB DESIGN II

Effective: Fall 2018

I. CATALOG DESCRIPTION:

GDDM 62 — WEB DESIGN II — 3.00 units

Develop technical and design skill needed to for the creation of of web sites including user interface considerations for desktop and mobile devices using Cascading Style Sheets. Emphasis placed on functional, logical, attractive, accessible and appropriate web site design for the client and end-user. Topics include techniques and tools required to format text, create animations and other content for the web.

1.50 Units Lecture 1.50 Units Lab

Prerequisite

GDDM 55 - Web Design I
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Graphic Arts

	MIN
Lecture Hours:	27.00
Lab Hours:	81.00
Total Hours:	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering the course a student should be able to:

A. GDDM55

1. Design a simple web site consisting of a home page, three or more interior pages, and a contact page. The site should be attractive, compelling, easy to navigate, and sufficient to its purpose.
2. Create web page components that comply with the restraints on size and color demanded by the web and how to comply with them in a creative and effective manner.
3. Create the necessary graphics to attractively and effectively populate the web site.
4. Use Dreamweaver at a beginning to low intermediate level in conjunction with Photoshop, Illustrator, and other graphic content creation software.
5. Use Dreamweaver to create CSS3 that will employ background colors, alignment, etc
6. Use Dreamweaver to create CSS3 text styles.
7. Create a simple web site consisting of a home page, three or more interior pages, and a contact page
8. Create Containers, Headers, Content, Sidebar(s), and Footers in CSS.
9. Encode BACKGROUND images and patterns.
10. Apply proper measurement techniques to ensure proper placement of web content on screen.
11. Establish the basic HTML5 rules and CSS3 styles for all site text content
12. Create web components for Content Management Systems (CMS) and explain the implications of CMS and how they relate to, and differ from, traditional web site creation.

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Compose using the design principles in creating original and creative designs in multimedia web design
- B. Manage, maintain and revise an existing website with proper preparation, management, storage and retrieval of data and associated files
- C. Prepare and assemble using increased knowledge in web page composition, story boarding, planning and design techniques, and usability issues
- D. Used increased skill development to organize multiple web pages according to a clear, hierarchical, easily navigable structure
- E. Apply appropriate design principles in the creation of attractive and easily usable web pages
- F. Evaluate solutions for practical problems in layout, design and prototype manipulation of web pages/sites
- G. Modify web page design through examination and manipulation of source code using HTML5, HTML5 animation, Cascading Style Sheets, and DIV formatting

- H. Develop test pages across operating system platforms and browsers, and revise them as necessary for compatibility
- I. Articulate a greater understanding of the position of designer/visual communicator, particularly as related to web design

V. CONTENT:

- A. Overview of workflow
- B. Know the client/determine target audience
- C. Navigational concepts
- D. Layout/draft template (vector or bitmap)
- E. File and folder hierarchy standards
- F. Naming conventions and consistency
- G. Review: Web design basics
- H. Creating animations in HTML5
 - I. Tips and Tricks
- J. Monitor Source code with HTML inspector
- K. More about CSS global style
- L. Java Script behaviors for mouseover effects
- M. Other applications
- N. Preview documents in multiple browsers without going live
- O. Advanced table techniques
- P. Create and assemble content
 - 1. Text
 - 2. Images
 - 3. Buttons
 - 4. Animations
 - 5. Film/video
 - 6. Sound
- Q. Author Pages
 - 1. Choose and specify type
 - 2. Using the Grid
 - 3. Create CSS
- R. Troubleshoot
- S. Site management
- T. Marketing a website
- U. Introduction to business communication through role play
 - 1. Appropriate behavior for telephone, email and one-on-one or team designer/client contact, meeting and presentation
 - a. Dressing the part
 - b. Meet and greet
 - c. Introduction(s) all around
 - d. Listening and taking notes
 - e. Participating in Q & A
 - f. Summarizing the contact or meeting
 - g. Agreeing to the next steps
 - h. Making the next appointment or commitment date
 - i. Saying thank you and good bye
 - j. Writing a follow up
 - 2. Writing the Contract
 - 3. Appropriate presentation, analytical and evaluation skills
- V. Overview to working in the Design Shop
 - 1. Understand and satisfy the client
 - 2. Work one-on-one and in teams with the client, peers and mentor (creative director)
 - 3. Interview for a Design Shop job and the related design and technical skills assessment process
 - 4. Track time spent at work on a project at school and at home
 - 5. Meet deadlines
 - 6. Use class role play experience working in the Design Shop and in the real world
- W. Review: A Guide to presentation, critique or feedback in design
 - 1. Strategy and concept development
 - a. What is the purpose of the design?
 - b. What information must be communicated?
 - c. Does the design meet the objectives?
 - d. What is the design concept?
 - e. Does the design concept fit the strategy?
 - 2. Design
 - a. Did the designer use principles of graphic space such as balance, emphasis, rhythm and unity?
 - b. Did the designer experiment? Did the designer take a creative leap or produce a competent piece?
 - c. What visuals were used and why?
 - d. What point of view was expressed, if any?
 - e. What creative approaches were employed?
 - f. Is the design solution (e.g., design, color, type, style, personality) appropriate for the client's product/service? Can you suggest improvement(s) to the next iteration?
 - 3. Craft
 - a. Did the techniques and materials used best represent the design concept?
 - b. Is it well-crafted?
 - c. It is presented professionally and appropriately?

VI. METHODS OF INSTRUCTION:

- A. **Lab** -
- B. **Lecture** -
- C. **Demonstration** -
- D. **Discussion** -
- E. **Projects** -

VII. TYPICAL ASSIGNMENTS:

- A. Create a simple HTML5 responsive web page
- B. Create a SVG file
- C. Create an HTML5 with javascript web page
- D. Create a SVG file
- E. Create a video in multiple versions: ogg, mp4
- F. Creating a wireframe for home page and secondary pages for 10 page CSS site.
- G. Creating a design layout for home page and secondary pages for Final Project in PDF format.

- H. Testing of index.html file of Final Project in Chrome, Safari, Firefox and Microsoft Edge.
- I. Responsive website with javascript, multiple video sources, SVG graphics, 10 pages.
- J. Upload via Responsive 10 page css website (#9) FTP to server for site to go live

VIII. EVALUATION:

A. **Methods**

- 1. Quizzes
- 2. Oral Presentation
- 3. Projects
- 4. Home Work

B. **Frequency**

- 1. Quizzes - As Necessary
- 2. Oral Presentation - For Midterm (second third of semester) and Final Project
- 3. Projects - Bi-weekly projects
- 4. Homework - Weekly

IX. TYPICAL TEXTS:

- 1. B. Frain *Responsive Web Design with HTML5 and CSS3* ., Packt Publishing, 2012.
- 2. Sapp, Mark. *Front-end Web Developer (Careers in Technology Series): JavaScript, HTML5, and CSS3*. 1st ed., Addison-Wesley Professional, 2018.
- 3. Ater, Tal. *Building Progressive Web Aps: Brining the Power of Native to the Browser*. 1 ed., O'Reilly, 2017.
- 4. Robbins, Jennifer. *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics*. 1 ed., O'Reilly, 2018.
- 5. Online tutorials such as: www.adobe.com/tutorials, www.sitepoint.com/
- 6. Online and traditional design publications, e.g., How, Layers, Communication Arts

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Required list of supplies to complete all of the assigned studies.