Course Outline for GDDM 55

WEB DESIGN I

Effective: Spring 2018

I. CATALOG DESCRIPTION:
GDDM 55 — WEB DESIGN I — 3.00 units

This introductory web design course takes a visual communications approach to the creation of web sites, and the fundamental techniques required to format text, illustrations, tables, and images for the web. Emphasis is placed on appropriate design for the web - beginning with a graphic user interface balanced with HTML5 code and CSS3 hand-coding that is functional, logical, and attractive, and bringing the concept to life using Dreamweaver. The course also includes detailed instructions on how to use Dreamweaver to create web content, as well as a introduction to Content Management Systems such as Wordpress, Joomla! and Drupal.

1.50 Units Lecture 1.50 Units Lab

Strongly Recommended
GDDM 50 - Graphic Design/Digital Media Fundamentals
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 this course, it is strongly recommended that the student should be able to:

A. GDDM50
1. Create digital compositions that use the primary design principles of unity, variety, hierarchy (dominance), the supporting principles of scale, balance, rhythm, repetition, economy, and proximity; and the plastic elements of design as compositional content—i.e. shape, space, line, size, color, texture, and type
2. Write and speak using design terminology.
3. Brainstorm ideas for design by building image and word maps, and creating hand sketches and mockups of concepts based on brainstorm ideas
4. Apply the elements and principles of design in finished digital images and time-based works
5. Safely handle and maintain digital imaging hardware and materials
6. Evaluate and critique digital images and time-based works utilizing relevant terminology and concepts

IV. MEASURABLE OBJECTIVES:
Upon completion of this course, the student should be able to:

A. 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.
1. 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.
2. Create the necessary graphics to attractively and effectively populate the web site.
3. Use Dreamweaver at a beginning to low intermediate level in conjunction with Photoshop, Illustrator, and other graphic content creation software.
4. Use Dreamweaver to create CSS3 that will employ background colors, alignment, etc
5. Use Dreamweaver to create CSS3 text styles.
B. Create a simple web site consisting of a home page, three or more interior pages, and a contact page
1. Create Containers, Headers, Content, Sidebar(s), and Footers in CSS.
2. Encode BACKGROUND images and patterns.
3. Apply proper measurement techniques to ensure proper placement of web content on screen.
4. Establish the basic HTML5 rules and CSS3 styles for all site text content

C. 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.

V. CONTENT:
    A. Overview of Dreamweaver interface
        1. Basic tools
        2. Floating and permanent palettes
        3. Menus and elements
    B. Definition: raster (bitmapped) and vector (object-oriented) images as they can be and are used as visual components in web site design; including image size and resolution, image naming and saving, pattern and gradient creation for BACKGROUNDS
    C. Launching Dreamweaver, navigating and customizing its interface, using the tools available on its toolbars and palettes, and applying commands by means of menus or keyboard shortcuts
        1. Setting up a site document
            a. Creating pages and links
            b. Effective naming conventions
            c. Working with Fixed and Liquid Templates
        2. Working with the Panel Dock, Panels, and Workspaces
        3. Working with Insert, Properties, CSS Styles, Tag Inspector, Assets, and all the other tools in the Windows Menu
    D. Using Photoshop and/or Illustrator to create, save, and name graphic content
    E. Understanding and using GIF, PNG 8, PNG 24, and JPEG technologies for graphic content
    F. The versatility of PNG 24 as the only graphic format that supports 24 bit transparency on the web.
    G. Locating and downloading, commissioning, or creating photographic content.
    H. "Optimizing" photographic imagery for maximum impact and/or speed of loading
    I. Cropping and masking imagery for PNG 24 transparency
    J. Limitations of typographic control on the web and current and future remedies
    K. Understanding File Transfer Protocol and using Dreamweaver's built-in FTP Tools
    L. The need for multi-browser testing and online resources to accomplish this
    M. Understanding types of Internet Service Providers (ISP)
        1. Internet Access Providers; can also be email mailbox provider
        2. Hosting ISPs; servers to contain web site content and present it to clients computers
    N. Understanding types of Internet Service Technologies
        1. Broadband: wired, wireless
        2. Broadband: cable, DSL, satellite
        3. Dial-up
        4. Emerging and possible technologies
    O. Uploading and "going live."
    P. Introduction to Content Management Systems
        1. WordPress
        2. Joomla!
        3. Drupal

VI. METHODS OF INSTRUCTION:
    A. **Lecture** -
    B. **Demonstration** -
    C. **Observation and Demonstration** -
    D. **Discussion** -
    E. **Student Presentations** -
    F. **Individualized Instruction** -
    G. **Lab** -
    H. **Projects** -
    I. Instructor created Videos
    J. **Critique** -

VII. TYPICAL ASSIGNMENTS:
    A. Create a basic HTML5 and CSS3 web page including standard HTML5: Header, Main, Footer, Containers, etc., and DIVs: ID and CLASS
        1. Create a basic CSS Font (text) cascade
        2. Create CSS3 roll over buttons
        3. Optimize Photographs
        4. Optimize logo or other simple-type graphics
    B. Design a simple Portfolio Web Site
        1. Image selection
        2. Site Design sketches
        3. Homepage sketches
        4. Consultation with instructor and peers
        5. Generate graphics
        6. Sketch Home Page in Photoshop (or Illustrator)
        7. Use Guides and Slices to optimize and save sections of the page for Dreamweaver
        8. Begin building homepage
        9. Begin writing (or commissioning) copy
        10. Create a basic CSS Font (text) cascade
        11. Create CSS3 roll over buttons
        12. Optimize Photographs
        13. Optimize logo or other simple-type graphics
        14. Begin adding content to site, styling as necessary
        15. Add portfolio pages with content
        16. Add Contact page
        17. Test all links
        18. Test in multiple browsers
        19. Upload first version for critique
        20. Apply critique to site in Dreamweaver
        21. Continue with #18 and #19 until the site is ready
        22. Upload and Dreamweaver with finished site

VIII. EVALUATION:
    A. **Methods**

        1. Quizzes
        2. Portfolios

3. Oral Presentation
4. Class Participation
5. Class Work
6. Home Work
7. Lab Activities
8. Class Performance

B. **Frequency**

1. Quizzes as necessary
2. Class critiques of homework projects at least bi-weekly
3. Critical analysis of semester portfolio at least once a month
4. Ongoing one-on-one evalution of student work over the course of the semester
5. Mid-term critique and evaluation
6. Final Project Critique and evaluation

IX. TYPICAL TEXTS:
1. Duckett, Jon. *HTML and CSS: Design and Build Websites.* 1 ed., Wiley, 2014.
2. Sapp, Mark. *Front-end Web Developer (Careers in Technology Series): JavaScript, HTML5, and CSS3.* 1 ed., Addison-Wesley Professional, 2018.
3. Robbins, Jennifer. *Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics.* 5 ed., O'Reilly, 2017.
4. Instructor created videos
5. Online tutorials

X. OTHER MATERIALS REQUIRED OF STUDENTS: