

Las Positas College
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Course Outline for VCOM 63

WEBSITE/MULTIMEDIA PRODUCTION

Effective: Fall 2007

I. CATALOG DESCRIPTION:

VCOM 63 — WEBSITE/MULTIMEDIA PRODUCTION — 3.00 units

Culminating class in study of technical and creative design techniques necessary to build industry-standard web site and interactive multimedia products. Upon completion, students should be able to show mastery of the creative process and technical skills necessary to produce web and multimedia screen work to client and industry specifications working individually or in teams. This course provides students with professional web design work experience within Las Positas College and the surrounding community including participation in client briefing, Q & A, presentation, feedback and critique sessions. Course includes minimum of two web site projects contracted through the Design Shop—the Visual Communications Program business that mirrors an industry-standard creative design agency.

2.00 Units Lecture 1.00 Units Studio Lab

Prerequisite

GDDM 62 - Web Design II
with a minimum grade of C

Corequisite

VCOM 63IN - Internship Website Multimedia

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	36.00
Studio Lab Hours:	72.00
Total Hours:	36.00

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. GDDM62

IV. MEASURABLE OBJECTIVES:

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

- A. Demonstrate advanced-level knowledge of online publishing terms and concepts;
- B. Demonstrate solid understanding of effective web planning, interface and design;
- C. Demonstrate solid understanding of designer/client/audience relationships;
- D. Demonstrate solid understanding of workflow, budget, timelines and fulfillment issues in a professional setting;
- E. Demonstrate techniques of business communication;
- F. Demonstrate originality and creative abilities;
- G. Demonstrate mastery of industry standard software in the design of effective web materials suitable for internet publication to client specifications;
- H. Demonstrate mastery of industry standard software to create and manage sophisticated web content;
- I. Prepare, manage, store, upload and retrieve accurate data files at an advanced level;
- J. Complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship, individually and in a team;
- K. Demonstrate advanced-level originality and creative abilities.

V. CONTENT:

- A. Working with the client brief
 1. Reading the brief and setting up questions, if any
 2. Determine client strategy, budget and time frame
 3. Determine and assess client content and marketing needs

4. Determine key people in client's business associated with website development
5. Determine appropriate host for website
6. Determine in-house needs of the client
7. Using focus groups to determine appropriateness of design to content and audience
8. Determine approval process
9. Client roles: editing, proofing
10. Develop clarity in specifications
11. Working with a survey
12. Obtaining and giving quotes
13. Establishing and working within an agreed upon budget
14. Researching resources, possibilities and problems
- B. Overall considerations, functions and appropriate uses of
 1. Design and style guides
 2. Consistency via the grid
 3. Making use of standard sizes of screens
 4. Uses and limitations of type and type elements
 5. Scanners
 6. Colors
 7. Place holder images
- C. Setting up the draft layout file
- D. Setting up and creating template pages
- E. Manipulating color and image size: preparing accurate images
- F. Choosing and specifying appropriate colors and fonts
- G. The Long-term Vision
 1. Creating updated pages and related sites on demand
 2. Short vs. long-term live sites
- H. Methods of pre-live publishing preparation
 1. Standards of quality
 2. Preview on various browsers, platforms
- I. Pre-live proofing process
 1. Approvals
 2. Focus groups
- J. Handing off the work
- K. Determining responsibilities after completion of work

VI. METHODS OF INSTRUCTION:

- A. Instructor lectures and demonstrations
- B. Discussions, role plays and practical experiences with potential clients, IS staff persons
- C. Advanced projects incorporating application of key computer application skills and procedures, design concepts, technical issues website management, techniques and essential aesthetic considerations, each leading to the production of online output to industry standard.
- D. Associated internship class in industry businesses including the LPC Design Shop, community design studios, in-house web design and management, CD-ROM production
- E. Examples of student and professional work
- F. Student and professional critiques
- G. **Guest Lecturers** -
- H. Trips to in-house businesses and design studios

VII. TYPICAL ASSIGNMENTS:

A. Hands-on Final Project This real-world assignment is from a local nonprofit agency, your client. Your task is to design a website describing the non-profit's services. You will work in teams of three with each person completing the work and the client choosing the best one to go live online. The completed work will be to the client's specifications. The team will see the site through to the end. Issues to consider: 1. Know your target audience. Be sure to choose appropriate colors, type and format. 2. Interview your client to get acceptable text/information and "feel" for the project. (This aspect to be discussed further in class.) 3. Interview ISP host management, get quotes, etc. (This aspect to be discussed further in class.) 4. Instructions and Criteria a. Phase One: i. Render illustrations and provide at least 20 stock images to complement the client-provided text. Obtain client approval. ii. Design 3 draft versions of home page layout storyboards for initial client approval. 2. Phase Two: Draft: upon receiving go-ahead to a version, create draft site architecture and layout templates for approval. i. Present draft site in class for critique. ii. Present draft site (s) with hosting and associated cost quotes to client. iii. Obtain feedback from client, relevant focus group and create final site. iv. Obtain written approval from client for going online. 3. Phase Three: Working with client approval, upload site. i. Turn in all work in final folders to instructor. ii. Your grade will reflect your overall presentation and your professionalism in presenting your completed work. B. Written Assignment: 1. Research your client's competition online. Identify a similar site to your client's that embodies excellence in every respect. Compare and contrast it with one that you have determined does not. Include the following topics: a. User/ease of use (user-friendly) 2. Navigation 3. Color palette 4. Overall design look and feel 5. 3 additional features that you particularly fell work well

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Projects
4. Lab Activities
5. Class Performance
6. Other:
 - a. Methods
 1. Critical analysis of assigned work
 2. Problem-solving exercises, including performance exams
 3. Quizzes
 4. Observation of homework solutions based on readings, tutorials and exercises in required text.
 5. Review and evaluate student's assigned projects, their comprehension and application of the terms and concepts listed in course content above

B. **Frequency**

1. Frequency
 - a. Weekly and biweekly reading and exercises in the textbook or instructor created

- b. Bi-weekly projects and presentation, oral and visual
 - c. One large midterm project and one final exam/project including Design Shop client presentation and critique.
2. Examples
- a. Through lab observation and hands-on exercises and projects demonstrate
 - 1. increased originality and creative abilities in multimedia design at the advanced level;
 - 2. advanced-level technical and design skill development when using Dreamweaver or Golive tools and interface to generate websites;
 - 3. advanced-level ability in preparation, management, storage and retrieval of data and associated files;
 - 4. advanced-level ability in web page composition, story boarding, planning and design techniques, and usability issues;
 - 5. advanced-level ability to organize multiple web pages according to a clear, hierarchical, easily navigable structure;
 - 6. advanced-level technical and design skill development using Creative Suite software to create site and page concepts with varied visual designs, using appropriate design principles in the creation of attractive and easily useable web pages;
 - 7. advanced-level ability to arrive at solutions of practical problems in layout, design and prototype manipulation of web pages/sites;
 - 8. advanced-level understanding of source code;
 - 9. advanced-level skill development using Cascading Style Sheets to control text and object formatting and placement;
 - 10. advanced-level ability to enhance web pages with Flash animation;
 - 11. advanced-level skill development in managing, maintaining and revising web sites;
 - 12. advanced-level technical skill development to test pages across platforms and browsers, and revise them as necessary for compatibility.
 - b. Through Design Shop or offsite community client project(s) demonstrate:
 - 1. ability to participate in client presentations at the professional-level including an ability to discuss objectives, research, conceptual process and strategies, and participate in critique and feedback sessions using industry-standard terminology;
 - 2. advanced-level ability to complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship, individually and in a team.

IX. TYPICAL TEXTS:

- 1. Zeldman, Jeffrey *Designing with Web Standards*. 2nd Rev ed., New Riders, 2006.
- 2. Shuman, Jim and Piyush Patel *Macromedia Studio MX 2004*., Thomson Course Technology, 2004.
- 3. Pratt, Adam, and Lynn Grillo *Adobe GoLive Tips and Tricks*., Adobe, 2005.
- 4. Online tutorials such as www.adobe.com/tutorials, www.sitepoint.com/
- 5. Online and traditional design publications, e.g., How, Layers, Communication Arts

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Appropriate backup media