

Las Positas College
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Course Outline for GDDM 63

WEBSITE/MULTIMEDIA PRODUCTION

Effective: Fall 2018

I. CATALOG DESCRIPTION:

GDDM 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. Students will learn how to create and deploy interactive and motion design content to mobile, tablet, and desktop screens.

1.50 Units Lecture 1.50 Units Lab

Prerequisite

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

GDDM 62 - Web Design II
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.

B. GDDM62

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

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

IV. MEASURABLE OBJECTIVES:

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

- A. Explain advanced-level knowledge of online publishing terms and concepts;
- B. Set up workflow, budget, timelines and fulfillment issues pertaining to the creation of a web site;
- C. Create an effective web plan, interface and design;
- D. Create web materials suitable for internet publication to client specifications using industry standard software.
- E. Prepare, manage, store, upload and retrieve accurate data files;
- F. 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;

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. Discussions, role plays and practical experiences with potential clients, IS staff persons
- B. Instructor lectures and demonstrations
- 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:
 1. Render illustrations and provide at least 20 stock images to complement the client-provided text. Obtain client approval.
 2. Design 3 draft versions of home page layout storyboards for initial client approval.
 - b. Phase Two: Draft: upon receiving go-ahead to a version, create draft site architecture and layout templates for approval.
 1. Present draft site in class for critique.
 2. 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.
 - c. Phase Three: Working with client approval, upload site.
 1. Turn in all work in final folders to instructor.
 2. 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:

Methods/Frequency

- A. Exams/Tests
- B. Projects
- C. Lab Activities

IX. TYPICAL TEXTS:

1. Zeldman, Jeffrey. *Designing with Web Standards*. 3rd Edition ed., New Riders, 2009.
2. Chun, Russell. *Adobe Animate CC Classroom in a Book*. 1 ed., Adobe Press, 2017.
3. Wood, Brian. *Adobe Muse CC Classroom in a Book*. 2 ed., Adobe Press, 2016.
4. Green, Tom. *Beginning Adobe Animate CC: Learn to Efficiently Create and Deploy Animated and Interactive Content*. 1 ed., aPress, 2017.
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. Appropriate backup media