

Introduction to Website Design Software

I. PREREQUISITES:

Art 316

II. **TEXTBOOK:** *Adobe GoLive CS2 Classroom in a Book*. Adobe Creative Team (ISBN: 0-321-32186-3)
Publisher: Adobe Press (2006)

III. **COURSE DESCRIPTION:** An introduction to web authoring software with specific application on the Macintosh system. The focus will be on applied use the programs Adobe GoLive CS2 and Macromedia Flash.

IV. **RATIONALE:** This course is designed to integrate basic layout and design principles in the production of attractive yet functional websites. It intends to develop the combination of technical internet coding and aesthetic visual communication in order to equip web designers and enhance their own personal marketability. The major goal of this class is to provide the student with the basic fundamentals of the Macintosh computer's operating system. Basic graphic software applications and their various functions related to business and industry will be created using available software. This knowledge will be applied to solve publication needs that the student might face in the future.

V. LEARNING OBJECTIVES AND OUTCOMES:

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

1. Demonstrate a working knowledge of the software
2. Create individual pages within the site
3. Create navigational links between pages within the site
4. Format text within Internet guidelines
5. Use color effectively with in the site
6. Incorporate graphics effectively
7. Create interactivity within the site
8. Publish the completed site
9. Incorporate other software applications into the site (Flash animation)
10. Demonstrate a working understanding of the background coding
11. Manage post-publishing aspects of the site
12. Redesign a site which the student did not create.

VI. COURSE TOPICS:

The major topics included but are not limited to:

1. The GoLive User Interface
2. A Tour of GoLive CS2
3. The Editing Modes
4. The Site Window
5. Building a Page
6. Using Components and Actions
7. Introducing the CSS Editor
8. Advanced Page Building with CSS

9. Image Maps and Smart Objects
10. Working with Forms and Tables
11. Viewing and Editing Source Code
12. Using Color and Saving Images for the Web
13. Working with PDF and Quicktime™
14. Site Management
15. Publishing your Site
16. Tips and Tricks

VII. INSTRUCTIONAL METHODS AND ACTIVITIES:

Methods and activities for instruction will include:

- A. Lecture / discussion / demonstration
- B. Practical learning activities
- C. Evaluation in the form of written critiques

VIII. ASSIGNMENTS:

The student will be responsible for:

- A. Reading Handouts, Textbook, and Reviewing Assignments
- B. Participation in class discussions
- C. Completing assigned documents

IX. EVALUATION:

The following components constitute a letter grade for this course:

- A. Lab Exercises and Document Creation
- B. Final Web site Construction Project

X. LIST OF MATERIALS:

One Macintosh formatted "jump drive"

XI. CRITERIA FOR EVALUATION

- A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment / exercise will be evaluated on the following: directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently and with a group.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student periodically to advise the student of his / her progress in the course.

XII. REFERENCES

Adobe GoLive CS Tips and Tricks by Adam Pratt, Lynn Grillo

Real World Adobe GoLive 6 by Jeff Carlson, Glenn Fleishman

Don't Make Me Think: A Common Sense Approach to Web Usability (2nd Edition) by Steve Krug

Designing Web Usability: The Practice of Simplicity by Jakob Nielsen