Department of Art Syllabus

I.   ART 420 *Website Design II*, 3 Credit Hours

II.   PREREQUISITES
        ART 414

III.   TEXTBOOK
        Drake, E. (2013). *Introduction to JavaScript programming with XML and PHP.*
            London: Pearson.

IV.   COURSE DESCRIPTION
        An introduction to higher level web authoring software, focusing on
        increased interactivity on the part of the internet users with applied use
        of advanced website authoring programs as well as dynamic subscripts.
        (Lab fee required)

V.   RATIONALE
        This course is designed to integrate advanced layout and design
        principles in the production of more complicated websites. It intends to
        further 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 knowledge of the advanced web authoring
        applications and their various functions related to business and industry.
        This knowledge will be applied to solve needs that the student might face
        in the future.

VI.   LEARNING OBJECTIVES AND OUTCOMES
        Upon completion of this course, the student will be able to:
        A. Prepare animation and motion art graphics for use on the internet.
        B. Use basic drawing to create simple frame animations.
        C. Create complex video-enhanced materials.
        D. Use acquired skills in pursuit of a career in web design.
        E. Utilize supplemental scripts to increase their web site experience.

VII.   COURSE TOPICS
        A. Drawing primitive shapes
        B. Apply advanced drawing skills
        C. Adding motion to your artwork
        D. Using interactive elements
        E. Animation
        F. Developing workflows
        G. HTML, links, and XML

H. Sound, movie clips, and interactive/responsive controls

VIII.　INSTRUCTIONAL METHODS AND ACTIVITIES
A. Lecture/demonstration/discussion
B. Practical learning activities
C. Evaluation: written comments and critiques

IX.　GRADING SCALE
See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

X.　LIST OF MATERIALS
Materials list will be provided by the instructor.

XI.　REFERENCES

Eccher, C. (2015). *Professional web design: Techniques and templates.* Boston, MA: Cengage Learning.

Firdaus, T. (2014). *Responsive web design by example beginner's guide: Build powerful and engaging responsive websites.* Birmingham, England: Packt Publishing.

Graphic Artists Guild (U.S.). (2010). *Graphic Artists Guild handbook: Pricing & ethical guidelines.* New York: Graphic Artist Guild. Newton Abbot.

Harris, A. (2010). *JavaScript & Ajax for dummies*. Hoboken, NJ: John Wiley & Sons.

Meggs, P. B. (2012). *Meggs' history of graphic design*. Hoboken, NJ: John Wiley & Sons.

Müller-Brockmann, J. (2012). *Grid systems in graphic design: A visual communication manual for graphic designers*. Zürich, Switzerland: Niggli.

Pipes, A. (2011). *How to design websites*. London: Laurence King Publishing.

Shah, N. (2013). *HTML5 Enterprise Application Development.* Birmingham, England: Packt Publishing.

Williams, R. (2007). *Robin Williams design workshop.* Berkeley, CA: PeachPit Press.

Zakas, N. C. (2014). *The principles of object-oriented JavaScript.* San Francisco, CA: No Starch Press.

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