Department of Art Syllabus

I.   ART 414 *Website Design I*, 3 Credit Hours

II.   PREREQUISITES
        ART 205

III.   TEXTBOOK
        Cohen, S. (2014). *InDesign CC: Visual quickstart guide*. Berkeley,
             CA: PeachPit Press.

        Weinmann, E. (2014). *Illustrator CC: Visual quickstart guide.* Berkeley,
             CA: PeachPit Press.

        Weinmann, E. (2015). *Photoshop CC: Visual quickstart guide*. Berkeley,
             CA: PeachPit Press.

IV.   COURSE DESCRIPTION
        An introduction to web authoring software with specific application on
        the Macintosh system. The focus will be on applied use of website
        development programs with static website development. (Lab fee
        required)

V.   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 knowledge of the basic 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. Demonstrate a working knowledge of the software.
        B. Create individual pages within the site.
        C. Create navigational links between pages within the site.
        D. Format text within internet guidelines.
        E. Use color effectively within the site.
        F. Incorporate graphics effectively.
        G. Create interactivity within the site.
        H. Publish the completed site.
        I. Incorporate other software applications into the site.

J. Demonstrate a working understanding of the background coding.
K. Manage post-publishing aspects of the site.

VII.   COURSE TOPICS
      A. The Dreamweaver user interface
      B. The editing modes
      C. The site window
      D. Building a page
      E. Using components and actions
      F. Introducing the CSS editor
      G. Advanced page building with CSS
      H. Image maps and smart objects
      I. Working with forms
      J. Viewing and editing source code
      K. Using color and saving images for the web
      L. Site management and publishing

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.