



ACOM 2250

Division: Career and Technical Education

Department: Art and Graphic Communications

Course: ACOM 2250

Title: The Art of Web Design

Catalog Description:

This course takes a holistic approach to Web design. The student is introduced to both functional and visual appeal in designing for the Web. Students are taught the essential features of selected current software directed toward Web-based, interactive design projects. It is geared to the student just entering into Web design and the graphic designer well-versed in print design who wants to delve into Web design.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 2; Lab: 3

Clock/Hour Requirements: 75

Offered for Non-Credit: Yes

Prerequisites: None

Corequisites: None

Justification:

The computer has become a vital tool in any art career and Web design has become a new and exciting area in the field of graphic design. Technology in Web design needs to be complemented with visual appeal and this course is designed to fill that need. The importance of the design elements of color, line, text, movement, and visual organization are needed along with technology. The CIS department and the Multimedia instructor have asked for this class to be created.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- create a Web site that has both functional and visual appeal
- use various computer software to transform an idea into a useable digital design
- respond to Web site design in terms of design, communication, and construction method.

Content:

Course objectives will be accomplished by providing students with learning experiences in the following subject areas:

- design concepts
- PC/Macintosh computers
- flatbed scanners
- digital photography
- HTML
- Adobe Dreamweaver
- Adobe Flash
- the Web design features of Adobe PhotoShop
- the Web design features of Adobe Illustrator
- typography design
- color theory.

General Education Outcomes:

- 4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

As part of this course, students will use the computer as a tool to retrieve and create visual information and apply it to digital design problems.

- 9) Respond with informed sensitivity to an artistic work or experience.

All students will be exposed to numerous examples of visually strong and weak Web sites. Using their knowledge of design and aesthetic sensibilities, students will be expected to respond and react in an informed manner.

Applied Education Outcomes:

- 1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

All students will learn and apply skills needed to create a visually pleasing and technically functional Web site.

Key Performance Indicators:

In class:

- Evaluation for this course will come from a portfolio of completed Web design projects, graded on innovation, craftsmanship, and presentation (75%), classroom critiques and discussions (5%), exams/quizzes (20%)
- Percentages are approximate.

Following class:

- Upon completion of this course, students will demonstrate success in subsequent courses and on customer projects.

Representative Text and/or Supplies:

- Ruth Ann Anderson, *The Art and Technology of Web Design*, current edition, Thomson Delmar Learning.
- Required materials include a sketchbook and jump drive

Optimum Class Size: 10**Maximum Class Size: 15**

Signatures:

I hereby submit this course syllabus:

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)