COURSE OUTLINE

Course Number	Course Title	Credits
DMA 145	**Web Design I**	**3**

Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation
1 / 4 /0	DMA 110 with minimum grade of C Enrollment or completion of ENG 101	Spring 2022

Catalog description:

This course is an introduction to Web design using professional software applications. Web Design I focuses on principles of design including web layout, typographic hierarchy, and scalable style systems through rapid prototyping. Students will learn how to create images for the web, manage files, and basic front end web development by organizing web content with HTML, styling websites with CSS and adding interactivity using basic JavaScript.

General Education Category: Not GenEd

Course coordinator:

Mauro Zamora ext. 3340 zamroam@mccc.edu

Required texts & Other materials:

Sketch book with gridded lines (any-size)
Flash drive with 32-64 GB of space

Open online resources
Mozilla MDN Web Docs - https://developer.mozilla.org/en-US/
W3School – World Wide Web School website - https://www.w3schools.com

Free Online image and icon databases
Pexels – free stock photography website – https://www.pexels.com
Unsplash – free stock photography website – https://unsplash.com
Icon Icon – free icon libraries – https://icon-icons.com
Additional open online resources

Course Student Learning Outcomes (SLO):

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

1. Analyze research and develop a creative brief that includes profiles of the target audience, a selection of messages, a list of goals, and the technical requirements for the website. [Supports ILG # 1, 4, 10, 11; PLO # 2, 6]

2. Create a visual design that uses type, color, and imagery harmoniously and creatively to express the messages specified in the creative brief. [Supports ILG # 1, 4, 6, 8, 10; PLO # 1, 2, 3, 4, 7]

3. Create an information design that uses the placement, grouping and emphasis of information and navigation to meet the goals of the target audience in a creative brief. [Supports ILG # 1, 4, 10, 11; PLO # 1, 2, 3, 4, 7, 8]

4. Develop a website using professional image editing and web development software that demonstrates the web techniques demonstrated in class. [Supports ILG # 1, 4, 10, 11; PLO # 4, 5, 6, 7, 8]

5. Design a website that meets the required deadlines and technical requirements specified in a creative brief. [Supports ILG # 4, 10, 11; PLO # 4, 5, 6, 7, 8]

6. Analyze the visual and information design of websites created be peers and by professional design studios. [Supports ILG # 6, 8, 11; PLO # 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Web Design Track (PLO)

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.
4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.
5. Use professional 3-D modeling, animation, prototyping, and text editor software applications.
6. Develop and present ideas in both written and oral formats.
7. Use professional software applications to design websites with accessible design and content.
8. Use design principles to develop websites that communicate effectively.
9. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I   **Project Definition** [Supports Course SLO # 1,5,6]
__Learning Objectives__
__The student will be able to:__
- Research client brand and the brands of the client's competitors. Use the research to develop target audience profiles, website technical developments and formulate and prioritize a list of goals for the website.
- Create a creative brief that summarizes the messages, goals, and technical requirements of the website.
- Formulate visual messages the client can use to gain new customers on their website.
- Repeat this process for subsequent projects throughout the semester.

Unit II   **Visual Design (Style Tile)** [Supports Course SLO # 2,3,5]
__Learning Objectives__
__The student will be able to:__
- Develop a color palette the expresses the goals and technical requirements of the client brief.
- Select photographic imagery and apply styles that expresses the goals of the client brief.
- Create interface elements in which the shape and texture express the goals of the client brief.
- Select heading and body typefaces. Define font-size, font-weight, and font-stylization that express the goals of the client brief.
- Apply design principles to create a style tile on professional prototyping software that harmoniously combine color, type, and imagery into a single design deliverable that express the goals of the client brief.

Unit III   **Information Architecture and Website Layout** [Supports Course SLO # 1,2,3,4]
__Learning Objectives__
__The student will be able to:__
- Develop iterative drawings of potential website layouts that meet the goals of the client brief.
- Apply the design principles of placement, grouping and, emphasis to combine website copy, images, and navigational elements to create a layout that is easy to understand and meets the goals of the target audience.
- Create a black, white and grayscale wireframe on professional prototyping software.
- Create a mock-up based on the wireframe that demonstrates all the elements designed in the style tile.
- Create and manipulate type and imagery in a professional image editing software.
- Save and optimize images in a professional image editing software.
- Repeat the wireframe and mock-up process in subsequent project throughout the semester.

Unit IV   **HTML** [Supports Course SLO # 3,4,5]
__Learning Objectives__
__The student will be able to:__
- Create and manage files using web-naming conventions and specified directory structure.
- Create an HTML page in professional web development software.
- Insert external typography links.
- Insert text and images into a web page.
- Insert multimedia elements into web page such as gif and video files.
- Create form elements and apply form actions.

- Apply HTML 5 elements to web page structure to accommodate wireframe specifications.
- Create bookmarks, absolute and relative links within a web page.

Unit V   **Cascading Style Sheets [**Supports Course SLO # 3,4,5,6]
Learning Objectives
The student will be able to:
- Create and organize an external cascading stylesheet.
- Link an external CSS document to your HMTL document.
- Style live type using an external cascading stylesheet.
- Create a page layout using flex box and CSS grid layout.
- Use the box model to adjust CSS layout.
- Use absolutely positioning where required in
- Create advanced interactivity using behaviors such as hide/show layers or play sound.
- Upload web assets to a remote server.
- Evaluate the messages that a website communicates based on its color, type, and imagery.
- Critique classmates' websites and discuss how well the visual design communicates the client's brand and fulfills the creative brief.

Unit VI   **Visual Design (Stylescape)** [Supports Course SLO # 2,3,5]
Learning Objectives
The student will be able to:
- Research and create a creative brief for an online e-commerce store.
- Select photographic imagery and apply styles that expresses the goals of the client brief.
- Create interface elements in which the shape and texture express the goals of the client brief.
- Select heading and body typefaces. Define font-size, font-weight, and font-stylization that express the goals of the client brief.
- Apply design principles to create a stylescape on professional prototyping software that harmoniously combine color, type, and imagery into a single design deliverable that express the goals of the client brief.

Unit VII   **Online store Website** [Supports Course SLO # 3,4,5,6]
Learning Objectives
The student will be able to:
- Create and manage files using web-naming conventions and specified directory structure for a 3-page website.
- Create HTML pages in professional web development software.
- Insert external typography links, text, images, multi-media elements.
- Create form elements and apply form actions.
- Apply HTML 5 elements to web page structure to accommodate wireframe specifications.
- Create bookmarks, absolute and relative links within a web page.
- Create and organize a mobile first external cascading stylesheet. Link an external CSS document to your HMTL document.
- Style live type using an external cascading stylesheet.
- Create a page layout using flex box and CSS grid layout.
- Use the box model to adjust CSS layout.
- Use absolutely positioning where required in
- Create advanced interactivity using behaviors such as hide/show layers or play sound.
- Upload web assets to a remote server.

- Evaluate the messages that a website communicates based on its color, type, and imagery.
- Critique classmates' websites and discuss how well the visual design communicates the client's brand and fulfills the creative brief.

Evaluation of student learning:

Achievement of the course objectives will be evaluated using the following tools:
- Student participation in group discussions and class critiques utilizing the definitions and terminology used in the design industry.
- Quality of design deliverables to meet client needs that work within an established design language or system.
- Quality of website code.

Grading

Participation	8%
Design Questions	7%
Quizzes	10%
Assignments	20%
Design Projects	25%
Code	10%
Final Project	20%
Total Possible Grade	100%