COURSE OUTLINE

Art 251
Web and Mobile Layout

Catalog Statement

ART 251 is an intermediate level Web and Mobile design course that uses industry standard software to design, create, publish, and manage Web sites and mobile content. Design quality and concept are emphasized throughout the course.

Total Lecture Units: 2.0
Total Laboratory Units: 1.0
Total Course Units: 3.0

Total Lecture Hours: 32.0
Total Laboratory Hours: 48.0
Total Laboratory Hours To Be Arranged**:** 0.0
Total Faculty Contact Hours: 80.0

Prerequisite: ART 250 or equivalent.

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:
- use planning and layout techniques to create web designs;
- create and optimize web graphics;
- create button graphics and prepare for export into other software;
- identify and apply color as a web design element;
- create typography appropriate for the web;
- create and prepare web animation for export into other software;
- analyze image quality and determine necessary enhancements.

Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:
- create Web and Mobile pages;
- create proper site folders and use required naming protocol;
- create page attributes;
- use layout grid, tables, layers, frames, and browser specific tags to control design;
- create and modify text;
- create and modify links;
  - integrate multimedia into Web and Mobile pages;
  - apply behavior attributes with page elements;
  - create and incorporate components into Web and Mobile pages;

- analyze pages in a browser and make revisions.

Course Content   **Total Faculty Contact Hours = 80.0**

Introduction to Interface Design Concepts **(2 hours)**
    Mobile first
    Responsive
    Unity
    Legibility and Readability
Creating a User Experience **(4 hours)**
    Sketching information structures
    Wire framing
    Navigational elements
    Researching the competition
Designing with Layout Tools **(3 hours)**
    Creating layout grids
    Inserting browser-specific tags
    Adding and controlling color
Browser Testing and Project Revisions **(2 hours)**
Adding Text **(2 hours)**
    Format and alignment
    Styles
    Lists
    Global fonts
    Cascading style sheets
Adding Images **(1 hours)**
    Borders
    Alignment and resizing
    Low-resolution image
Creating and Modifying Links **(3 hours)**
    Hypertext, anchors, hot spots and image maps, e-mail, and external resources
    Absolute and relative
Creating and Modifying Forms **(3 hours)**
Adding Multimedia **(2 hours)**
    Plugins
    Javascripts
Adding Behavior Attributes to Page Elements **(3 hours)**
    Actions
    Dynamic components
Working with Head Tags **(1 hours)**
Userand Client **(2 hours)**
    Creative briefs
    Project and assetm
Uploading and Managing the Site **(2 hours)**
    Evaluating project concepts, designs and techniques **(2 hours)**
Laboratory Content **(48 hours)**

Analysis and application of:
Static design **(6 hours)**
Responsive design **(8 hours)**
Interface design principles **(6 hours)**
User experience design principles **(5 hours)**
Client and user requirements **(5 hours)**
Alignment and grid **(4 hours)**
Typography **(4 hours)**
Color **(4 hours)**
Design element management **(6 hours)**

Methods of Instruction

The following methods of instruction may be used in this course:
- lecture;
- demonstration;
- analysis of professional examples;
- peer analysis of student projects;
- individual instructor-to-student assistance.

Out of Class Assignments

The following out of class assignments may be used in this course:
- discussion (e.g. use of grid within web and mobile layout, site management, responsive web and mobile design and user/client requirements);
- multimedia (e.g. web and mobile site planning);
- individual projects (e.g. application of unity through web and mobile design principles);
- individual or group student presentations (e.g. create a client brief).

Methods of Evaluation

The following methods of evaluation may be used in this course:
- peer review or critique of web and mobile projects;
- instructor evaluation of web and mobile project presentations;
- midterm examination;
- final examination.

Textbooks

Maivald, Jim. *Adobe Dreamweaver CC Classroom in a Book*. 1st Edition.
        Berkeley: Adobe Systems and Peach Pit, 2015.
11th Grade Textbook Reading Level. ISBN: 978-0-13-430999-6

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:

- create web pages and incorporate multimedia;
- demonstrate use of site management features.