COURSE OUTLINE

Art 250
Web Graphics

Catalog Statement

ART 250 is an introductory Web graphic course that covers Web design principles and Web graphic creation and preparation for use in the design of Web sites. Emphasis is placed on project planning and Web environment issues that affect design. Students create assigned projects with industry standard software: Adobe Illustrator and Photoshop. Concept and design 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: None
Recommended Preparation: ART 133, PHOTO 121

Course Entry Expectations

Prior to enrolling in the course, the student should be able to:
- delineate a basic understanding of various graphic design problem-solving methods;
- exhibit an understanding of digital imaging within vector imaging software;
- exhibit an understanding of digital imaging within raster imaging software.

Course Exit Standards

Upon successful completion of the required coursework, the student will 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 the export into other software;
- analyze image quality and determine necessary enhancements.

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

Site Design Planning and Layout Techniques **(6 hours)**

       Web history
       Site map
       Client dialog
       Introduction to software interface
       Grid use
       Using layers for content and export

Creating and Optimizing Web Graphics **(6 hours)**
       Pixel versus resolution settings
       Raster and vector graphics
       Basic optimization settings
       Slicing graphics
       Graphics preparation for extensible hypertext markup language editor

Navigation Graphics **(6 hours)**
       Techniques to identify and create buttons
       Grid use
       Rollovers with layers
       Slicing to create buttons
       Preparing button graphics

Web Color **(3 hours)**
       Hexidecimal color
       Color and audience consideration
       Software color controls
       Monitor display and workarounds

Web Typography **(4 hours)**
       Monitor versus printed page typography
       Monitor fonts
       Point size and readability
       Controlling type display

Web Animation **(7 hours)**
       Animation planning
       Sequence versus build
       Vector versus raster
       Web animation optimization
       Raster graphics preparation for vector software
       Exporting animation keyframes
       Download considerations
       Techniques to enhance GIF animation

Laboratory Content **(48 hours)**
       Analysis and application of:
       Infographics **(8 hours)**
       Storyboarding **(7 hours)**
       Multimedia components **(8 hours)**
       Client and user requirements **(10 hours)**
       Web formats and optimization **(9 hours)**
       Responsive web graphics **(6 hours)**

Methods of Instruction

The following methods of instruction may be used in this course:
- lecture;
- demonstrations;
- collaborative learning;
- discussion.

Out of Class Assignments

The following out of class assignments may be used in this course:
- design ideation and development (e.g. manual sketches demonstrating hierarchy structures, and wire frame screen designs);
- digital wire frames (e.g. create a design model for a webpage);
- individual project (e.g. create a client brief);
- individual project (e.g. written process showing information structure to web graphic design, web typography, and web color or examination of user/client requirements).

Methods of Evaluation

The following methods of evaluation may be used in this course:
- instructor evaluation of projects;
- final applied practicum;
- peer review or critiques of student work.

Textbooks

Miller, Brian. *Above the Fold: Understanding the Principles of Successful Web Site Design.*
        Revised ed. Lousiville: Crescent Hill, 2013.
11th Grade Textbook Reading Level. ISBN: 978-1-440-33666-9.

Student Learning Outcomes

Upon successful completion of the required coursework, the student will be able to:
- design web pages and their components within the restrictions of the web environment;
- identify and use web color and design principles to create a unified site, communicate ideas, and establish style;
- test and evaluate web pages and their components in a browser.