

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE
COURSE SYLLABUS

Course Title: Web Design

Course #: GRA 260

Course Description:

This course provides an introduction to the principles and processes of online graphic design and development using the Macintosh computer platform. It will focus on the look and feel of sites as well as the principles of aesthetic layout and navigation. All aspects of web design will be learned including html, CSS, digital image preparation, site maps, page layout, navigation, online type techniques and the inclusion of media rich elements such as digital video. Industry standards, ADA accessibility, online culture and the use of the internet in relation to society will also be discussed.

Software to be learned: Adobe Photoshop for the web, Adobe Dreamweaver, and online CMS.

Pre-requisite/Co-requisite:

Graphic Design I *GRA151*, Graphic Design II *GRA252* or *by permission of the instructor.*

Goals:

Completing students will have a thorough knowledge of three major areas related to web design; design aesthetics, visual communication design, and technical expertise

Outcomes:

1. Students will employ the use of design aesthetics, page layout, and navigation in relation to web site design.
2. Students construct web sites using practical skills in computer-based website construction including: html, CSS, digital image preparation, site maps, page layout, navigation and online type techniques.
3. Students will demonstrate an ability to plan online projects and produce the elements involved in such projects (graphic images, buttons, navigation systems and type layout).
4. Students will operate the variety of software used in web design and recognize the ways that this software can be integrated in the development of projects.
5. Students will discuss the principles of online culture and the use of the internet in society.
6. Students will demonstrate proficiency in accessing information, techniques and related coding for completion of web related technologies and interactive elements