

COURSE TITLE: Advanced Web Design

COURSE NUMBER: CP565

CREDIT: 1

GRADE LEVEL: 11, 12

COURSE LENGTH: 1 Semester

COURSE DESCRIPTION:

Students will create and manipulate digital images, and create Web sites using effective layout, user-interface, and usability principles.

PREREQUISITES:

Digital Works, Exploring Web Technologies

INSTRUCTIONAL MATERIALS:

Texts: The Non-Designer's Design Book, 2nd ed., Robin Williams
The Non-Designer's Type Book, Robin Williams
PhotoShop/Imageready for the Web – Hands-On Training, Lynda Weinman
Developing Websites with Macromedia Flash MX, Muller
Adobe Photoshop 7.0: Classroom in a Book, Adobe Press
Don't Make Me Think – a Common Sense Approach to Web Usability, Steve Krug

Teacher-designed mini-projects and Web site projects

Lessons and tutorials included with software

Web site tutorials and articles on current resources

SOFTWARE:

Macromedia Dreamweaver, Adobe Photoshop, Imageready

INSTRUCTIONAL STRATEGIES:

Direct instruction, demonstration, graphic organizers, application exercises, projects, cooperative groups, case studies, guest speakers, videos, Internet

ASSESSMENTS:

Daily work performance, teacher observation, rubric, checklist, classroom discussion, projects, research relevant to topic, application performance, exams

COURSE OBJECTIVES:

1. The student will create graphical images for the Web, using an industry standard graphics program.
2. The student will create Web sites utilizing proven user-interface, usability, and layout principles.
3. The student will identify basic legal and ethical issues related to Web design, and understand the consequences of violations of these principles.
4. The student will demonstrate leadership skills by participating in cooperative group activities and projects.
5. The student will identify and present Web design algorithms and solutions.
6. The student will use peer-tutoring skills to assist other students in solving problems.

COURSE CONTENT

- I. Creating Web Graphics**
- Adjust Images
 - Capture images from a computer
 - Capture images from a scanner
 - Capture images from a camera
 - Adjust Color/Modes
 - Work with Selections
 - Work with Type
 - Use painting tools
 - Use Blending modes
 - Use Channels and Masks
 - Use Layers
 - Calibration of images
 - Adjust brightness and contrast
 - Use filters and paths
 - Set interface preferences
 - Set file format preferences
 - Create graphics, logos, and buttons
 - Optimize images for the web
 - Create Professional logos
 - Control Image size and quality
 - Animated Banner Ads
 - Symbols
 - Create an Animated GIF
 - Image Maps
 - Interactive Web navigation
 - Buttons and JavaScript Rollovers
 - Navigation Bars
 - Slicing Images
 - Pop-up Menus

- II. Layout and User Interface Design**
- Students will create attractive web page designs by making use of industry standard guidelines and graphic design principles
Students will demonstrate an understanding of basic design principles and that are easy to use per industry "user-friendly" standards.

- III. Usability**
- Understand the ways people use the Web, and how this is different than using other media
 - Design pages with user habits/preferences in mind
 - Understand what makes effective write text content for Web pages
 - Design usable navigation systems
 - Set up and execute usability testing
 - Understand accessibility issues
 - Design pages compliant with accessibility standards

METHODS OF EVALUATION OF COMPETENCIES:

Evaluation of student mastery of course competencies will be accomplished using the following grading scale:

- A = 90 - 100 %
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- F = 0 - 59%