Lecture Contact Hours: 32-36; Homework Hours: 64-72;
Laboratory Contact Hours: 48-54; Homework Hours: 0;
Total Student Learning Hours: 144-162

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 217 – WEB GRAPHICS

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description
Focuses on the creation of attractive, usable web interfaces and graphic elements. Students will use Photoshop to design and develop common web design elements as they explore information design, screen design and navigation design.

Prerequisite
None

Recommended Preparation
"C" grade or higher or "Pass" in CIS 211 or equivalent or basic computer and Internet skills and ability to create and upload a simple website, GD 126 or equivalent or ability to use Adobe Photoshop to create digital images

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
Ability to:
1) Create and maintain a small website that includes links, tables, CSS and graphics.
2) Upload files to a server.
3) Synthesize basic web design concepts and production skills to design and develop a small, high-quality website.
4) Use Photoshop to create digital images.

Course Content
1) Using Photoshop
   a. Exporting and optimizing
   b. Transparency
   c. GIF animation
   d. Creating rollover buttons and image maps
   e. Transparency
2) Web graphics concepts
   a. Web file formats
   b. Creating low-bandwidth graphics
   c. Color palettes and browser-safe colors
   d. Type issues
3) Web design principles
   a. Color aesthetics
   b. Effective screen design for standard and mobile applications
   c. Backgrounds
   d. Type selection
4) Integration with HTML
   a. Optimizing image output for the web
   b. Publishing for standard and mobile applications

Course Objectives:
Students will be able to:
1) Describe technical issues related to web graphics
2) Define terms and explain concepts and principles significant to web graphics design and delivery
3) Create compressed graphics in several web formats
4) Create animated images
5) Synthesize web graphics design principles and production skills to create attractive and readable web design elements such as rollover buttons, titles and photos
6) Synthesize web graphics design principles and production skills to create an attractive and usable website interface

Method of Evaluation
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.
1) Quizzes and exams that measure the student's ability to use design terminology and explain design and technology concepts.
2) Practical exams that measure the student's ability to use computer applications to solve real-life graphic design problems.
3) Exercises demonstrating effective visual problem-solving techniques based on criteria specified by the instructor. For example, the student will develop a visually appealing web page title image that communicates the purpose of the website and demonstrates application of design principles.
4) Exercises that require skillful use of hardware and software applications. For example, the student will use a scanner or digital camera to digitize an image, use Photoshop to create a web page design that uses the image, use Photoshop to convert the image file to web formats, and optimize the work so that it looks good on multiple platforms and browsers and downloads quickly.
5) Exercises that require written communication skills. For example, the student will write the text for a web sub-page using correct spelling and grammar in language appropriate for the audience, topic and goals of the website.
6) Critiques that require effective analysis of successful design solutions.
7) Critiques that require the student to verbalize and apply feedback to improve work based on criteria specified by the instructor.

Special Materials Required of Student
1) Removable storage (flash or external drive-USB)
2) Access to computer with reliable internet (email, web)

Minimum Instructional Facilities
Computer lab with Internet access, projection and appropriate software

Method of Instruction
1) Lecture and demonstration
2) Analysis of examples of graphic designs
3) Assignments
4) Student presentations, design exhibitions
5) Instructor/student critiques

Out-of-Class Assignments
1) Develop, format and deploy web graphic images that communicate the purpose of the website and demonstrate application of effective design principles.
2) Evaluation and development of comprehensive feedback on instructor assigned web graphic images.

Texts and References
1) Required (representative example): None
2) Supplemental: Neil Leonard, Andrew Way, Frédérique Santune. Web and Digital for Graphic Designers, Bloomsbury Visual Arts, 2020.

Exit Skills
Students having successfully completed this course exit with the following skills, competencies and/or knowledge:
1) Describe technical issues related to web graphics.
2) Define terms and explain concepts and principles significant to web graphics design and delivery.
3) Create compressed graphics in several web formats.
4) Create animated images.
5) Synthesize web graphics design principles and production skills to create attractive and readable web design elements such as rollover buttons, titles and photos.
6) Synthesize web graphics design principles and production skills to create an attractive and usable website interface.

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
1) Define terms and explain concepts and principles significant to web graphics design and delivery.
2) Create web graphics and animated images in web/Internet compatible file formats.
3) Synthesize web graphics design principles and production skills to create an aesthetically pleasing and functional website interface.