EL CAMINO COLLEGE
COURSE OUTLINE OF RECORD – Approved

I. Course Information

Subject:	**ART**
Course Number:	**146**
Descriptive Title:	**Designing for the World Wide Web**
Division:	**Fine Arts**
Department:	**Art**
Course Disciplines:	**Multimedia**

Catalog Description:
In this course, students design and create websites through hands-on experience with graphics software. Topics covered include the effective use of typography, images, and layout, organizing content, and designing an effective interface. Technical issues such as file formats, compression, testing, and debugging will also be covered.

Conditions of Enrollment:
Prerequisite: Art 141 with a minimum grade of C
Recommended Preparation: Art 131 or Art 142

Course Length: Full Term

Hours Lecture (per week):	2
Hours Laboratory (per week):	4
Outside Study Hours:*	4
Total Hours:	108

Course Units: 3

Grading Method:	Letter Grade only	
Credit Status:	Credit, degree applicable	
Transfer CSU:	Yes	Effective Date: 01/20/1998
Transfer UC:	No	Effective Date:

General Education:
ECC
Term: **Other:**

CSU GE:
Term: **Other:**

IGETC:
Term: **Other:**

II. Outcomes and Objectives

A. Student Learning Outcomes (SLOs) (The course student learning outcomes are listed below.)

SLO #1 HTML code
Students will be able to demonstrate correct use of HTML code, industry-standard web authoring software and Cascading Style Sheets (CSS) to create well-organized, interactive websites.

SLO #2 Navigational Links
Students will be able to demonstrate ability to create navigational links, simple JavaScript interactivity, and insert properly formatted image and multimedia files into a web page.

SLO #3 Content Maintenance
Students will be able to demonstrate the ability to correctly organize files on a local server, upload files to a remote (web) server, and maintain all content and functionality.

SLO #4 Problem-Solving
Students will be able to apply visual communication problem-solving skills and two-dimensional design concepts to create multi-paged websites.

B. Course Objectives (The major learning objective for in this course are listed below)

1. Operate the computer and related hardware and software, HTML, image and web authoring software.
2. Optimize image and media files for the web.
3. Demonstrate solutions to creative problems involving evaluation of aesthetic and conceptual issues.
4. Apply traditional two-dimensional design concepts of line, value, texture, pattern, scale, and various compositional strategies to content for the Web.
5. Utilize effective graphic design techniques to combine text and images in designing pages for the Web.
6. Complete visuals from preliminary roughs, to computer production, to final presentation on the Web.
7. Analyze the design and structure of various web sites.
8. Organize the flow of content and create links to make an effective interface.

III. Outline of Subject Matter

(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)

Major Topics

I. Hardware and System Software Introduction and Review (2 hours, lecture)

A. Mac and Windows operating systems
B. Making, naming and organizing files
C. Local drive versus shared drive
D. Backing up files

II. Hardware and System Software Introduction and Review (4 hours, lab)

A. Mac and Windows operating systems
B. Making, naming and organizing files
C. Local drive versus shared drive
D. Backing up files

III. Issues of Two-Dimensional Design as Applied to the Computer Screen (4 hours, lecture)

A. Creating emphasis
B. Color
C. Positive and negative space

IV. Issues of Two-Dimensional Design as Applied to the Computer Screen (8 hours, lab)

A. Creating emphasis
B. Color
C. Positive and negative space

V. History and Overview of the Internet; Analysis of Selected Web Sites (4 hours, lecture)

A. Commercial
B. Interactive
C. Blogs

VI. History and Overview of the Internet; Analysis of Selected Web Sites (8 hours, lab)

A. Commercial
B. Interactive
C. Blogs

VII. Issues of Sequencing and Flowcharting for Effective Project Planning 5 hours, lecture)

A. Links
B. Navigation
C. Mapping a site

VIII. Issues of Sequencing and Flowcharting for Effective Project Planning (7 hours lab)

A. Links
B. Navigation
C. Mapping a site

IX. Color Issues for the Web (2 hours, lecture)

A. Web-safe color
B. Hexadecimal specifications
C. Bit depth
D. Color theory

X. Color Issues for the Web (4 hours, lab)

A. Web-safe color
B. Hexadecimal specifications
C. Bit depth
D. Color theory

XI. Digitizing Images, Sound, and Video (4 hours, lecture)

A. Compression
B. File formats for the Web
C. Pixel dimensions
D. Bit depth
E. Naming and linking

XII. Digitizing Images, Sound, and Video (8 hours, lab)

A. Compression
B. File formats for the Web
C. Pixel dimensions
D. Bit depth
E. Naming and linking

XIII. Designing an Effective Interface 4 hours, lecture)

A. Incorporating interactivity
B. Creating links
C. Overall design
D. Ease of use

XIV. Designing an Effective Interface (8 hours, lab)

A. Incorporating interactivity
B. Creating links
C. Overall design
D. Ease of use

XV. Collaboration in Web Site Production (2 hours, lecture)

A. Communication between team members
B. Time management
C. Delegation of duties

XVI. Collaboration in Web Site Production (4 hours, lab)

A. Communication between team members
B. Time management
C. Delegation of duties

XVII. Preparation, Analysis, and Criticism of Student Projects (6 hours, lecture)

A. Analysis of visual images and design examples
B. Research, roughs, and comprehensives
C. Class discussions and critiques

XVIII. Preparation, Analysis, and Criticism of Student Projects (12 hours, lab)

A. Analysis of visual images and design examples
B. Research, roughs, and comprehensives
C. Class discussions and critiques

XIX. Student Projects (3 hours, lecture)

A. Uploading
B. Testing
C. Debugging of

XX. Student Projects (9 hours, lab)

A. Uploading
B. Testing
C. Debugging of

Total Lecture Hours:	36
Total Laboratory Hours:	72
Total Hours:	108

IV. Primary Method of Evaluation and Sample Assignments

A. Primary Method of Evaluation (choose one):
3) Skills demonstration

B. Typical Assignment Using Primary Method of Evaluation
Typical Assignment Using Primary Method of Evaluation:
Take digital image files from both vector and raster software and retain image quality while optimizing for web use.

C. College-level Critical Thinking Assignments
Critical Thinking Assignment 1:
Design a Web page that communicates an aspect of two-dimensional design.

Critical Thinking Assignment 2:
Identify a company and target the audience. Go through process of research, rough drafts, and comprehensive production to develop a design and flowchart and a website for that company.

D. Other Typical Assessment and Evaluation Methods
Other (specify), Quizzes

V. Instructional Methods

Demonstration, Discussion, Lab, Lecture, Multimedia presentations
If other:

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. Work Outside of Class

Problem solving activity, Required reading, Skill practice, Study
If Other:

VII. Texts and Materials

A. Up-to-date Representative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".)
James J. Maivald, Adobe Dreamweaver CC - Classroom in a Book, 1st ed., Adobe Press, 2017.

Brian Wood, Adobe Muse CC - Classroom in a Book, 2nd ed., Adobe Press, 2016.

B. Alternative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".)

C. Required Supplementary Readings

D. Other Required Materials

VIII. Conditions of Enrollment

A. Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite: Prerequisite
Category: sequential

Requisite course(s): List both prerequisites and corequisites in this box.
Art 141 with a minimum grade of C

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

Basic computer skills: Mouse and menu operations, launching and quitting applications, computer file management, experience with vector and raster graphics software.
ART 141 - Demonstrate appropriate computer skills needed for the creation of digital art.
Skills to plan and compose an image, and some knowledge of typography.
ART 141 - Apply the elements and principles of design in finished digital images and time-based works.
ART 141 - Demonstrate use of typography in designs, define typographic terms.
Ability to analyze and assess visual works of art.
ART 141 - Assess, discuss, and critique digital art designs.
Ability to take a project from initial idea, through production, to final presentation.
ART 141 - Assess the purpose, scope, and specifications of art projects and formulate solutions by applying the appropriate creative and technical strategies.
ART 141 - Establish work schedules and prioritize tasks in order to satisfy production timelines.

B. Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:

Requisite and Matching Skill(s): Bold the requisite skill(s). If applicable

Additional experience creating digital layouts and images for print and screen utilizing 2D design concepts.
ART 131 - Compose layouts for page and screen using design principles.
ART 131 - Assess the purpose, scope, and specifications of a design project and formulate solutions by applying the appropriate technical and creative strategies.
ART 142 - Apply traditional two-dimensional design concepts of line, value, texture, pattern, scale, color, and various compositional strategies to digital photographic images to enhance aesthetic and expressive content.
ART 142 - Assess the purpose, scope, and specifications of art and formulate solutions by applying the appropriate creative and technical strategies.

C. Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite course: Art 131 or Art 142

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

D. Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable

E. Enrollment Limitations
Enrollment Limitations and Category:
Enrollment Limitations Impact:

Course Created by: Joyce Dallal on 09/16/1997

Original Board Approval Date: 01/20/1998

Last Reviewed and/or Revised by: Andrea Micallef Date: 03/31/2021

Last Board Approval Date: 06/21/2021