



DMAD 202-CREATIVE WEB DESIGN 3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course covers aspects of creative web design. Topics include graphic design, HTML, site management, typography, theory, e-commerce, and web development tools. Projects will be created by identifying a target audience, addressing accessibility issues and adhering to current web design standards.

Prerequisites: DMAD 110, ART 151, COMM 130 or obtain instructor permission

Co-requisite: DMAD 200

Semester Offered: Fall

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

Broad and Specialized Learning

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

Critical Thinking

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

Cultural and Civic Engagement

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

Effective Communication

Students will exchange ideas and information with clarity in multiple contexts.

Information Literacy

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

Integrating Technologies

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

General Learning Objectives:

1. Explain and define web design, including a historical overview of the internet, recent advancements and examine current trends.
2. . Analyze techniques for web design based on defining target markets and building sites for the optimum number of end user computer systems.
4. Foundation of website design focused on issues of future maintenance.

Specific Learning Outcomes:

Upon successful completion of the course, the student will be able to ...

1. Explain and define web design, including a historical overview of the internet, recent advancements and examine current trends.
 - a. Define (HTML) Hypertext Markup Language, (XHTML) Extensible Hypertext Markup Language, and Cascading Style Sheets.
 - b. Examine the development of the internet and the work of the World Wide Web Consortium (W3C).

2. . Analyze techniques for web design based on defining target markets and building sites for the optimum number of end user computer systems.
 - a. Experiment with elements of web design such as graphics, typography, layout, navigation, and RGB color schemes.
 - b. Integrate and adapt techniques and principles from other areas of digital media (print, video, animation) into web design.

4. Foundation of website design focused on issues of future maintenance.
 - a. Assess overall web site compatibility and accessibility on multiple web browsers and various connection speeds.
 - b. Approach site development by setting goals, measures for assessment, defining target audience, defining technical limitations, and planning for future site expansion.