

Course Abstract

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Course ID and Name: MAD218 Graphics for Web Design

Department: Visual, Performing, and Media Arts

Chairperson: Annie Hogan

Office Location: CC 341

E-mail Address: AHogan@middlesexcc.edu

Telephone: 732.906.2589

Prerequisites: MAD118

Co-requisites:

Course Description: This course focuses on developing and preparing graphics for websites and web applications. Emphasis is on image manipulation and generating original graphics. Students learn image acquisition through photography, scanning, and stock images. Copyright issues are addressed. RGB color, color systems and palettes, graphic file formats, resolution, image quality, and compression are covered as they pertain to web use. Advanced tools in industry standard software, such as Illustrator and Photoshop are used to create and edit images. Basic 3D illustration using Maya is also introduced. Files are exported for web use and published on an interactive website.

General Education Status: N/A

Credits: 3 **Lecture Hours:** 1 **Lab Hours:** 4

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Identify copyright issues related to image use
2. Apply technical web specifications to online image use
3. Demonstrate advanced skills in illustration and image manipulation software.
4. Create an interactive portfolio

Course Content Areas:

Technology: Photoshop, Illustrator, introduction to Maya, image resolution, file formats, web implementation

Color: color theory, color modes, web color standards, psychology of color, harmonies and contrasts, palette selection

Photography: retouching, compositing, color correction, stock images, acquisition, copyright, archiving, symbols, non-verbal communication

Graphics: developing original graphics, buttons, logos, effects, design elements, vector, raster, copyright

File Management: saving, exporting, version control, naming standards, collaboration, backup, archiving

COURSE ID (DEPARTMENT AND COURSE NUMBER)

DMA218, Visual, Performing, and Media Arts

COURSE NAME

Graphics for Web Design

NUMBER OF CREDITS AWARDED FOR COURSE

3

PREREQUISITE OR COREQUISITE COURSES OR ACADEMIC STANDING

Prerequisite: MAD118

NEW OR MODIFIED COURSE

New

SEMESTER AND YEAR COURSE WILL FIRST BE OFFERED

Fall 2009

NAME AND TELEPHONE NUMBER OR EMAIL ADDRESS OF DEPARTMENT CHAIR

Nadine Heller, NHeller@middlesexcc.edu, 732-906-2589

DETAILED COURSE DESCRIPTION:

This course focuses on developing and preparing graphics for websites and web applications. Emphasis is on image manipulation and generating original graphics. Students learn image acquisition through photography, scanning, and stock images. Copyright issues are addressed. RGB color, color systems and palettes, graphic file formats, resolution, image quality, and compression are covered as they pertain to web use. Advanced tools in industry standard software, such as Illustrator and Photoshop are used to create and edit images. Basic 3D illustration using Maya is also introduced. Files are exported for web use and published on an interactive website.

OUTLINE OF COURSE OBJECTIVES

1. Identify copyright issues for responsible image use
2. Utilize web appropriate file formats
3. Differentiate between vector and raster file formats
4. Create original 2D and 3D graphics using raster and vector based applications
5. Identify and utilize compression formats appropriate for web publishing, publishing, and file archiving
6. Differentiate color systems for web (RGB) and print (CMYK) and demonstrate appropriate use of RGB files for web
7. in advanced tools in professional graphics
(Photoshop and Illustrator)
8. for web pages as raster or vector graphics
9. Import graphics into simple web pages or Flash files
10. Develop color palettes for web use
11. Utilize PDF files for digital publishing
12. Develop ability to export artwork in web appropriate formats
13. Establish file management systems and implement reliable file management
14. Produce an interactive digital portfolio for final review

TEXTS, JOURNALS, AND OTHER MATERIALS USED IN COURSE

Professional Web Graphics, Matt Slaybaugh,

Publisher: Course Technology, ISBN: 978-0619034702

Variety of online sources

SUGGESTED GRADING CRITERIA

Projects	60%
Class Participation	15%
Portfolio Presentation	15%
zes	10%

SCHEDULE OF TOPICS TO BE COVERED

1. Introduction and overview
2. Copyright and image acquisition
3. Files and file management
 - a. Archiving, backup, Vector and raster, file formats, Resolution, multi-platform image use
 - b. Compression, exporting for web, size and scale, optimization
4. Color systems and palettes
5. Advanced Photoshop tools-brushes, selection, blending modes, image adjustment
6. Advanced Photoshop tools-layers, mask, effects, composites, image editing
7. Advanced Illustrator tools-blends, filters, layers, type effects
8. Introduction to 3D illustration tools-Maya
9. Creation of original graphics-moving between applications and platforms
10. Image management software such as Adobe Bridge-setting up libraries and galleries on line and desktop
11. Adobe acrobat and PDF files
12. Mockups and idea development
13. Final project, interactive portfolio
14. Portfolio review