

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: DMA223 Web Design and Layout

Department: Visual, Performing, and Media Arts

Chairperson: Annie Hogan

Office Location: CC 341

E-mail Address: AHogan@middlesexcc.edu

Telephone: 732.906.2589

Prerequisites: DMA218, DMA219

Co-requisites:

Course Description: This course is an introduction to web design with an emphasis on layout principles and visual content management. Best design practices in layout, typography, and color theory are applied to presenting information on the web. On the technical side, students address issues such as: multi-browser and multi-platform usability, troubleshooting and debugging, and accessibility. Concepts expand to navigation, user interface design, and project planning. Tools used include Dreamweaver and basic **HTML** and **CSS**. Project based learning is used in applying techniques and technologies to emphasize conceptual and creative development.

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 basic website components
2. Demonstrate effective project planning and file management
3. Demonstrate proficiency in professional web design software and basic scripting
4. Develop and design interactive multi-page website with a user-friendly interface

Course Content Areas:

Design: principles of color and layout, aesthetics, visual organization, visual communication, concept development, presentation, visual consistency

User Interface: identifying the audience, navigation, interface devices (tables, frames, pop-ups, buttons), menus, links, usability

Project Planning: identifying audience, setting project goals organization, project mapping, timelines, researching existing material, file management

Technology: web scripting tools, web authoring software, web standards, testing and troubleshooting

Middlesex County College
Edison, NJ 08818

COURSE ID (DEPARTMENT AND COURSE NUMBER)
DMA223, Visual, Performing, and Media Arts

COURSE NAME
Web Site Design and Layout

NUMBER OF CREDITS AWARDED FOR COURSE
3

PREREQUISITE OR COREQUISITE COURSES OR ACADEMIC STANDING
DMA218, DMA219

NEW OR MODIFIED COURSE
New

SEMESTER AND YEAR COURSE WILL FIRST BE OFFERED
Spring 2010

NAME AND TELEPHONE NUMBER OR EMAIL ADDRESS OF DEPARTMENT CHAIR
Nadine Heller, NHeller@middlesexcc.edu, 732-906-2589

DETAILED COURSE DESCRIPTION:

This course is an introduction to web design with an emphasis on layout principles and visual content management. Best design practices in layout, typography, and color theory are applied to presenting information on the web. On the technical side, students address issues such as: multi-browser and multi-platform usability, troubleshooting and debugging, and accessibility. Concepts expand to navigation, user interface design, and project planning. Tools used include Dreamweaver and basic HTML and CSS. Project-based learning is used in applying techniques and technologies to emphasize conceptual and creative development.

OUTLINE OF COURSE OBJECTIVES

1. Describe website correct terminology
2. Research design ideas and options by looking at existing websites
3. Critique existing websites, with suggestions for improvement
4. and apply image and text rules for online publishing
5. Demonstrate in standard tools, as Dreamweaver
- 6 Demonstrate proficiency in basic HTML and CSS
- 7 Demonstrate proficiency in basic scripting and utilize ready-made scripts
- 8 Develop and apply color schemes and palettes
- 9 Design aesthetic, organized, and readable web pages
10. ect maps
11. Create basic interface devices such as pop-up windows, rollovers, color coded links, buttons, and navigation bars
12. Design and develop online forms
13. Utilize tables and frames for zing information
14. Create an online image gallery
15. Create online forms
16. Design user-friendly and functional user interfaces

17. and develop a basic multi-page website
18. Publish website to outside server
19. Troubleshoot website links and other usability problems
20. Troubleshoot cross-platform, cross-browser issues
21. issues

TEXTS, JOURNALS, AND OTHER MATERIALS USED IN COURSE

Build Your Own Web Site The Right Way Using HTML & CSS by Ian Lloyd
Publisher: SitePoint ISBN: 978-0980455274
The Principles of Beautiful Web Design by Jason Beaird
Publisher: SitePoint ISBN:978-0975841969

Variety of online sources

SUGGESTED GRADING CRITERIA

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

SCHEDULE OF TOPICS TO BE COVERED

1. Introduction-copyright
2. Website overview - looking at existing sites as examples
3. Principles of color and layout
4. Web scripting tools and web standards-intro to HTML and CSS
5. Visual web authoring tools - Dreamweaver
6. User interface design-flow and navigation, project mapping
7. Project planning and development
8. Web page interface devices-tables, frames, pop-ups, rollovers, links, navigation bars
9. Working with images and galleries
10. Home page-importance, aesthetics, navigation
11. Adding multiple pages
12. Publishing to server, troubleshooting
13. Final project-interactive web portfolio
14. Final project-reviews