Course Outline

Course Title:

Instructor's Name:

Phone/Email:

Office Hours:

Course Meeting Days and Times:

Course Description:

Required Textbook

Exploring The Art & Technology of Web Design, Ruth Ann Anderson, Thomson Delmar Learning

ISBN 1-4018-7107-0

Course Timetable

This course is structured to accommodate an 11-week or a 16-week semester. It may be adjusted to fit local variations in course length and meeting times.

Course Introduction

This is a Fine Arts course which will include discussion, demonstration, and development of beginning Web design and techniques using HTML, Illustrator, Photoshop, Dreamweaver, and Flash. Assignment criteria will emphasize the development of aesthetics, personal expression, critical thinking, and beginning technical competence. The basic principles of art and design will be cultivated along with design communication skills, image, and Web analysis.

Course Requirements

Course work will include:

∑   Assigned reading to be completed prior to class time

∑   In-class weekly software exercises

∑   Class participation in discussions, critiques, etc.

∑   Three projects

Outline of Course Topics

Basic weekly class structure will include:

1 hour   Lecture/discussion presenting software information and exercise

2 hours   In-class exercise

1 hour	Lecture/discussion covering projects, theory, examples, critical thinking, art principals, and surfing the WWW
2 hours	Questions, answers, discussion, lab time for current project assignment

All recommended chapters are to be read before coming to class!

Semester Assignments

∑   Projects:

     o   HTML Web site (11- and 14-week semester)

     o   Dreamweaver four-page Web site (11- and 14-week semester)

     o   Flash Web site (11- and 14-week semester)

     o   Flash or Dreamweaver Web site (14-week semester only)

∑   Exercises:

     o   10 or 14 Software Exercises (depending on class schedule)

∑   2 Terminology Tests (written)

Grading System

Projects will be graded on:

Concept — How well thought out is your idea?

Execution — How well did you follow through and implement your idea?
Was your idea enhanced or diminished by your execution?

Craftsmanship — How well did you put the final presentation together?

A =	90-100%	Outstanding creativity, technically proficient, excellent attendance, active Participation, development of work beyond minimum requirements; all projects and exercises
B =	80-89%	Creative thoughts and effort, technically proficient; all projects and exercises
C =	70-79%	Attendance and most projects and exercises, proficient work quality
D =	65-69%	Missing projects and exercises, below average response to assignments
F =	0-64%	Incomplete course work, major projects missing