

ITT Technical Institute
VC240P
Visual Design for the Web
Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 66 (46 Theory Hours, 20 Lab Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: VC215P Interactive Communication Design, VC220P Graphic Design
Production Processes

Course Description:

Using current electronic media technologies, this course focuses on basic Web site design and development with emphasis on the intelligent and aesthetically cogent incorporation of still images and type.

Syllabus: Visual Design for the Web

Instructor:	_____
Office hours:	_____
Class hours:	_____

Major Instructional Areas

1. The History and Context of the World Wide Web
2. Human Factors
3. Basics of Hyper Text Markup Language (HTML)
4. Page Layout
5. Web Graphics
6. Navigation
7. An Overview of Web Site Publishing
8. Creation of a Web-Based Portfolio

Course Objectives

1. Explain the evolution of the World Wide Web.
2. Create a Web page using HTML.
3. Explain the Web site production process.
4. Develop a Web site plan.
5. Create a Web site by using a Web site building tool.
6. Apply the basic rules and techniques for typography design to create HTML and graphic text for the Web.
7. Prepare graphics that download quickly and display across platforms and browsers.
8. Publish a Web site on a server.

SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Demonstrate competence in using the Web to acquire, organize, and analyze information.
2. Select and analyze information and communicate the results on the Web using appropriate technology.
3. Demonstrate competence in using the principles of design and communication to design a Web site.
4. Demonstrate how to use the appropriate technology to perform a task.

Course Outline

Note: All graded activities, except the Project, are listed below in the pattern of <Unit Number>.<Assignment Number>. For example, Lab 1.2 refers to the 2nd lab activity in Unit 1.

Unit	Activities
1—HTML Basics	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 13, "Building the Presentation Layer" <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 4, "Working with XHTML" • Labs: 1.1-1.2
2—The Web Site Production Process	<ul style="list-style-type: none"> • Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 1, "So You're Designing a Web Site?" ○ Chapter 2, "From Concept to Execution" • Labs: 2.1 • Project 1
3—Creating a Site Plan	<ul style="list-style-type: none"> • Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 3, "Designing the Right Site for the Right Crowd" ○ Chapter 4, "Organizing and Navigating Web Content" • Labs: 3.1-3.2
4—Using Dreamweaver	<ul style="list-style-type: none"> • Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 7, "Web Graphic Design 101" • Read from <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 1, "Getting Started with Dreamweaver" ○ Chapter 2, "Setting Up Your Web Site" ○ Chapter 3, "Exploring the Dreamweaver Interface" • Labs: 4.1-4.2 • Course Project Part I
5—Designing with Type for the World Wide Web	<ul style="list-style-type: none"> • Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 8, "Letter-Perfect Type Design" • Read from <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 5, "Formatting and Styling Text" ○ Chapter 8, "Editing the Table Design in a Web Page" • Labs: 5.1-5.2 • Project 2
6—Creating Web Graphics	<ul style="list-style-type: none"> • Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 9, "Understanding Web Color, Resolution, and File Formats"

Unit	Activities
	<ul style="list-style-type: none"> ○ Chapter 10, "Building Your Web Comps" ○ Chapter 11, "Getting Inspired: Web Design Ideas" ● Labs: 6.1-6.3
7—Adding Images and Interactivity	<ul style="list-style-type: none"> ● Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 15, "Web Sites on Steroids" ● Read from <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 6, "Working with Images and Multimedia" ● Labs: 7.1-7.3 ● Project 3
8—Designing User-Friendly Navigation	<ul style="list-style-type: none"> ● Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 5, "Web User Interface Design for the Web" ● Read from <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 7, "Creating Hyperlinks" ● Labs: 8.1
9—Designing with CSS	<ul style="list-style-type: none"> ● Read from <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 12, "Creating and Applying Cascading Style Sheets" ○ Chapter 13, "Designing a Web Site with CSS" ● Labs: 9.1-9.2
10—Publishing a Web Site	<ul style="list-style-type: none"> ● Read from <i>Web Design for Dummies</i>[®]: <ul style="list-style-type: none"> ○ Chapter 12, "Presenting Your Design Masterpiece" ○ Chapter 17, "Ten Information and Interaction Design Tips" ● Read from <i>Teach Yourself Visually™ Dreamweaver</i>[®] CS5: <ul style="list-style-type: none"> ○ Chapter 14, "Publishing a Web Site" ○ Chapter 15, "Maintaining a Web Site" ● Labs: 10.1-10.3 ● Course Project Part II
11—Presenting Your Site	<ul style="list-style-type: none"> ● Course Project Part III ● Course Project Presentation

Instructional Methods

This course utilizes a variety of teaching methodologies. The activities and assignments are directly related to the objectives of this course. You will explore topics on creating Web sites in Dreamweaver and on preparing images for the Web in Adobe Photoshop and Illustrator. The course also describes conceptual strategies for designing for the Web. Participating in class discussions helps you develop critical thinking and a vocabulary of Web production terminology. This course requires you to participate in critiques and receive feedback from the instructor and other students.

In-class time will be utilized as follows:

1. Lectures: Units 1 to 11 include lectures on key concepts.
2. Labs: The labs in Units 1 to 10 include hands-on assignments that reinforce the concepts covered in the units and assist in project development.
3. Projects reinforce the concepts covered in the classroom and enhance your portfolio. The course consists of three projects. In addition, you need to work on a course project that enables you to create an online portfolio.

Instructional Materials and References

Student Textbook Package

- Lopuck, Lisa. *Web Design For Dummies*®. 3rd ed. Hoboken, NJ: Wiley Publishing, Inc., 2012.
- Warner, Janine C. *Teach Yourself Visually*™ *Dreamweaver*® CS5. Hoboken, NJ: Wiley Publishing, Inc., 2010.

Equipment and Tools

- Scanner

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://www.library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click “Books” or use the “Search” function on the home page to find the following books.

Books 24x7

- Charuhas, Chris. *HTML & CSS in Pictures*. 2nd ed. Visibooks™, LLC., 2007.
- Eccher, Clint. *Professional Web Design: Techniques and Templates*. 2nd ed. Charles River Media, Inc. 2005.
- Jenkins, Sue. *Web Design—The L Line, The Express Line to Learning*. Indianapolis, Indiana: Wiley Publishing, Inc., 2007.
- Padova, Ted, and Kelly L. Murdock. *Adobe Creative Suite 3 Bible*. Indianapolis, Indiana: Wiley Publishing, Inc., 2007.
- Powell, Gavin. *Beginning XML Databases*. Indianapolis, Indiana: Wiley Publishing, Inc., 2007.
- Sahlin, Doug, and Claudia Snell. *Building Web Sites—All-in-One Desk Reference for Dummies*. Indianapolis, Indiana: Wiley Publishing, Inc., 2007.
- Tull, Chris. *Web Designer’s Guide to Adobe Photoshop*. Wordware Publishing, Inc., 2006.

NetLibrary

- Wagner, Richard. *Web Design Before & After Makeovers*. Indianapolis, Indiana: Wiley Publishing, Inc., 2006.

Program Links

You may click “Program Links” or use the “Search” function on the home page to find the following program links.

Web Design (AWD)> Recommended Links

- BoogieJack.com
This Web site features easy-to-follow HTML tutorials and CSS tutorials.
<http://www.boogiejack.com/index.html> (accessed February 29, 2008)
- Digital Web Magazine
This is an online magazine intended for professional Web designers, Web developers, and information architects. The magazine consists of work contributed primarily by Web authors. Contributions by others who occasionally explore the Web realm are also posted. The online magazine emphasizes on recognizing the contributed work.
<http://www.digital-web.com/> (accessed February 29, 2008)

Learning Guides

You may click “Learning Guides” or use the “Search” function on the home page to find the following learning guides.

- [Evaluating Web Pages](#)

This page offers a variety of information on Web searching and Web services.

<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html> (accessed February 29, 2008)

Other References

The following resources may be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy.

Books

- Lowery, Joseph W. *Dreamweaver® CS5 Bible*. Indianapolis, Indiana: Wiley Publishing, Inc., 2007.

Web sites

- American Institute of Graphic Arts
This is the oldest and largest online institute engaged in the discipline, practice, and culture of designing.

<http://www.aiga.org> (accessed February 29, 2008)

- Graphic Artists Guild
This online association is the national union of illustrators, designers, Web creators, production artists, surface designers, and other creative professionals who have come together to pursue common goals, share their experiences, raise industry standards, and improve the ability of visual creators to achieve satisfying and rewarding careers.
<http://www.gag.org/> (accessed February 29, 2008)
- Webmonkey: The Web Developer's Resource
Resources for Web site developers—including how-to guides, code libraries, server technologies, and authoring resources—are available on this Web site.
<http://www.webmonkey.com/> (accessed February 29, 2008)
- Smashing Magazine: This is a Weblog dedicated to Web developers and designers.
<http://www.smashingmagazine.com/> (accessed February 29, 2008)
- A List Apart: This magazine explores the design, development, and meaning of Web content, with special focus on Web standards and best practices.
<http://www.alistapart.com/> (accessed February 29, 2008)

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

Course Evaluation and Grading

Evaluation Criteria Table

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Labs	25%

CATEGORY	WEIGHT
Project 1	15%
Project 2	15%
Project 3	15%
Course Project Part I	10%
Course Project Part II	15%
Course Project Part III	5%
Total	100%

Note: Students are responsible for abiding by the Plagiarism Policy.

Grade Conversion Table

The final grades will be calculated from the percentages earned in the course, as follows:

A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

(End of Syllabus)