SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 643

COURSE TITLE

DESIGN PRINCIPLES

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course focuses on techniques and design principles that are specific to web design. Students will learn design fundamentals as they pertain to producing an interactive end product including optimized graphics and content, static web comps, usability, scalable vector graphics, responsive design, accessibility, and originality. This course will help students to create professional, aesthetically pleasing websites with the end goal of usability in mind. (FT)

LECTURE/LABORATORY HOURS

120

ADVISORIES

Completion of Interactive Multi-Media Program or equivalent.

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
   SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.
2. Effective Communication
   SDCE students demonstrate effective communication skills.
3. Critical Thinking
   SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

4.   Personal and Professional Development
      SDCE students pursue short term and life-long learning goals, mastering necessary skills
      and using resource management and self- advocacy skills to cope with changing
      situations in their lives.

COURSE GOALS

1.   Learn the elements of design and aesthetics.
2.   Understand the principles of design.
3.   Learn the foundations of designing for the web.
4.   Learn how to design for screens and how style guides are used.
5.   Learn how to create mock-ups and comps.
6.   Learn how to use web graphics and scalable vector graphics.
7.   Utilize image sprites and web workflow.

COURSE OBJECTIVES

Upon successful completion, the student will be able to:

1.   Explain the elements of design and aesthetics.
2.   Explain the principles of design.
3.   Describe the foundations of designing for the web.
4.   Demonstrate how screen designing and style guides are used.
5.   Demonstrate how mock-ups and comps are used in web design.
6.   Demonstrate how web graphics and scalable vector graphics are used.
7.   Demonstrate image sprites in web design and how to automate web workflow.

SECTION II

COURSE CONTENT AND SCOPE

1.   Aesthetics
2.   Elements of Design
      2.1.   Understanding the elements of design
      2.2.   Using color to set the site's mood
      2.3.   Tweaking color values to add contrast
      2.4.   Using texture to add depth
      2.5.   Repeating shapes to unify your design
      2.6.   Structuring your layout with form
      2.7.   Using space to organize your design
      2.8.   Setting boundaries with line
      2.9.   Communicating with the right fonts
3.   Principles of Design
      3.1.   Understanding the principles of design
      3.2.   Using contrast to set areas of interest
      3.3.   Applying font styles to show emphasis
      3.4.   Aligning objects to achieve balance

COURSE CONTENT AND SCOPE (CONTINUED)

- 3.5. Using hyperlink styles to create a sense of unity
- 3.6. Applying background patterns to create harmony
- 3.7. Adding movement with scrolling and animation
- 3.8. Using border styles to add rhythm and repetition
- 3.9. Achieving proportion by scaling objects and text
- 3.10. Simplifying by removing the unnecessary
- 3.11. Using gradation to create perspective
4. Foundations of Designing for the Web
    - 4.1. Responsive web: designing for different devices
    - 4.2. Composition: using the grid to organize space
    - 4.3. Typography: choosing and using web fonts
    - 4.4. Color theory: picking harmonious colors
    - 4.5. Communication: leading viewers through a design
    - 4.6. Accessibility: using size and color effectively
    - 4.7. Originality: stepping out of the box
5. Creating a Style Guide
6. Designing for Screens
    - 6.1. Decoding screen size and resolution
    - 6.2. Exploring the graphic to HTML workflow
    - 6.3. Set up for web work
    - 6.4. Creating a new document for web
    - 6.5. Creating a new document for mobile
    - 6.6. Setting up a responsive web layout
7. Graphically Creating Site Maps
    - 7.1. Creating graphic representations of site flow
8. Mock-Ups/Comps
    - 8.1. Overview
    - 8.2. Tools for creating mock-ups
    - 8.3. Mock-up considerations
    - 8.4. Creating a website mockup
        - 8.4.1. Starting with a wireframe
        - 8.4.2. Organizing page structure
        - 8.4.3. Adding master elements
        - 8.4.4. Creating navigation
        - 8.4.5. Working with photographs
        - 8.4.6. Working with text
        - 8.4.7. Creating media placeholders
        - 8.4.8. Creating buttons
        - 8.4.9. Creating form fields
        - 8.4.10. Simulating pages with layer comps
9. Optimizing Web Graphics
    - 9.1. Understanding slicing
    - 9.2. Slicing up a mockup
    - 9.3. Understanding web file formats
    - 9.4. Exploring the Save for Web dialog
    - 9.5. Optimizing photographs
    - 9.6. Optimizing transparent graphics
    - 9.7. Saving Retina display graphics

COURSE CONTENT AND SCOPE (CONTINUED)

10. Scalable Vector Graphics (SVG)
    10.1. Creating SVG graphics
    10.2. Building SVG graphics
    10.3. Optimizing and outputting SVG graphics
11. Creating a Repeating Background Image
12. Creating Image Sprites
    12.1. Understanding image sprites
    12.2. Creating a sprite grid
    12.3. Assembling a sprite
    12.4. Optimizing sprites for the web
13. Automating Your Web Workflow
    13.1. Utilizing action
    13.2. Exploring batch processing
    13.3. Creating droplets

APPROPRIATE READINGS

Readings of appropriate reading level may include, but are not limited to materials such as a textbook, supplemental reading assignments, industry-related periodicals or magazines, manuals, videos, online help, articles posted on the internet, and information from web sites, online libraries and databases.

WRITING ASSIGNMENTS

Typical writing assignments may include completing assigned projects, providing written answers to assigned questions, performing internet research and reporting on that research.

OUTSIDE ASSIGNMENTS

Assignments may include, but are not limited to: appropriate internet research, reading, preparing projects and studying as needed to perform successfully in class.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to creating a static web comp, transfer wireframes and storyboards into site mock-ups, participate in group discussions, and work individually and in a group to build site comps. Students may also be expected to participate in online class discussion posts, in-class discussions and project reviews.

EVALUATION

Evaluation methods may include, but are not limited to performance in a variety of activities and assignments, such as completing a research project individually or in a group, hands-on projects, demonstration of use of information architecture, quizzes, class participation, written and practical tests, attendance and punctuality.

EVALUATION (CONTINUED)

Upon successful completion of the course a Certificate of Course Completion will be issued. Upon successful completion of all courses in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, lectures, discussion, hands-on demonstrations, computer-assisted instruction, laboratory assignments and field trips. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Books

The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles, Richard Poulin, Rockport Publishers, current edition
Above the Fold: Understanding the Principles of Successful Web Site Design, Brian Miller, HOW Books, current edition
The Strategic Web Designer: How to Confidently Navigate the Web Design Process, Christopher Butler, HOW Books, current edition
Communicating Design: Developing Web Site Documentation for Design and Planning (2nd Edition), Dan M. Brown, New Riders, current edition

Online Video Training:
    www.lynda.com

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook, and appropriate storage media such as a USB Drive or external hard drive.

PREPARED BY ___Emily Kay_____ DATE ___February, 16, 2014_____

REVISED BY _____ DATE _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog