SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 666

COURSE TITLE	ALTERNATE TITLE(S)
WORKFLOW FOR MODERN WEB DESIGN	INTRO TO MODERN WEB DESIGN

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students with the knowledge and foundational skills required to navigate the workflow and design elements used in visual web editing software. Students will learn basic design principles and best practices for file management including the creation and organization of documents and folders for both a MAC and PC operating system. The course provides a hands-on approach to image optimization for the Web utilizing various file formats. Students will gain an understanding in the creation of mood boards, style guides, wireframes and comps for web development. (FT)

LECTURE/LABORATORY HOURS

     75

ADVISORIES

NONE

RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer skills
- Possess visual and vector-based design skills
- Understanding of either MacOS or Windows operating system

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
   SDCE students demonstrate interpersonal skills by learning 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.
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. Gain skills in preparing imagery and supporting materials for website design.
2. Develop an understanding of key terminology related to web design.
3. Gain experience navigating the workflow and file management used in website design.
4. Gain an understanding of file formats used in designing a website.
5. Gain an understanding of the importance of file optimization for web design.
6. Develop an understanding in the creation of mood boards, style guides, wireframes and comps for web development.

COURSE OBJECTIVES

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

1. Evaluate appropriateness of software tools for creating files for web design.
2. Demonstrate knowledge of navigating the workflow used in basic web design.
3. Demonstrate knowledge of visual and vector design software.
4. Demonstrate knowledge of design principles and best practices for web design.
5. Organize and customize application workspace for use in web design.
6. Define the functions of commonly used tools in visual and vector design software.
7. Demonstrate an understanding in the creation of mood boards, style guides, wireframes and comps for web development.
8. Demonstrate knowledge of the organization of documents and folders for both MAC and PC operating systems.
9. Understand and apply text, materials and design techniques to enhance web design projects.
10. Demonstrate skills necessary for optimization and exporting of images and formats consistent with use in web design.

SECTION II

COURSE CONTENT AND SCOPE

1. Setting Project Requirements for Web
    1.1. Image preparation
        1.1.1. Purpose
        1.1.2. Audience
        1.1.3. Audience needs
    1.2. Content
        1.2.1. Copyright
        1.2.2. Permissions
        1.2.3. Licensing
    1.3. Application appropriateness for Web
    1.4. Project management
        1.4.1. Tasks
        1.4.2. Responsibilities
    1.5. Design plans
2. Understanding Software for Web
    2.1. Visual Design, Vector Design, and Motion Graphics and Video
        2.1.1. Workspace
        2.1.2. Color modes and settings
        2.1.3. Navigation elements
        2.1.4. Templates
        2.1.5. Styles
        2.1.6. Other
3. Understanding Image File Type Options
    3.1. JPG
    3.2. PNG
    3.3. GIF
    3.4. SVG
    3.5. Video formats
        3.5.1. MOV
        3.5.2. AIFF
4. Understanding File Management MAC and PC
    4.1. Master folders
    4.2. Sub folders
    4.3. Documents
    4.4. Naming conventions
    4.5. Consistency

COURSE CONTENT AND SCOPE (CONTINUED)

5. Understanding and development of Web Design Deliverables
   5.1. Mood boards
   5.2. Style guides
   5.3. Wireframes
   5.4. Comps

APPROPRIATE READINGS

Appropriate reading assignments related to development of workflow for web design may include, but are not limited to:

- Textbooks
- Supplemental reading assignments
- Industry-related periodicals or magazines
- Manuals, online help pages
- Articles posted on the Internet and information from web sites
- Online libraries and databases

WRITING ASSIGNMENTS

Appropriate writing assignments related to development of workflow for web design may include, but are not limited, to:

- Writing essays and critiques
- Preparing text for an assigned projects
- Maintaining a journal on laboratory and project work
- Maintaining a notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments for the development of workflow for web design may include, but are not limited, to:

- Reading texts, reference resources or handouts
- Researching Internet sites
- Viewing online videos and tutorials
- Researching as needed to complete projects
- Organizing and preparing written answers to assigned questions

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking for the development of workflow for web design may include, but are not limited, to:

• Examining and selecting images and file formats to be included in a website
• Analyzing and assessing the required materials and software applications
• Analyzing and comparing digital media software for web
• Analyzing and assessing the creation of mood boards / user personas

EVALUATION

A student's grade will be based on multiple measures of performance and may include evaluation of student's ability to:

• Perform a variety of activities, discussions and assignments related to course objectives
• Apply theory to assignments
• Successfully complete all lessons and examinations
• Maintain attendance and punctuality per current policy
• Demonstrate ability to work independently and as a team member
• Demonstrate troubleshooting skills
• Deliver an oral presentation

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

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands-on lecture, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips and guided student job assignments.

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Learn Adobe Photoshop CC for Visual Design: Adobe Certified Associate Exam Preparation, Rob Schwartz, Peachpit Press, current edition

Learn Adobe Illustrator CC for Web Design and Illustration: Adobe Certified Associate Exam Preparation, Chad Chelius and Rob Schwartz, Peachpit Press, current edition

TEXTS AND SUPPLIES (CONTINUED)

Web Designer's Idea Book, Volume 4: Inspiration from the Best Web Design Trends, Themes and Styles, Patrick O'Neill, How Book Press, current edition

PREPARED BY: Toni Renier and Jane Newcomb   DATE: February 5, 2020

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