

COURSE IMPLEMENTATION DATE: May 2006
 COURSE REVISED IMPLEMENTATION DATE: September 2007
 COURSE TO BE REVIEWED: May 2010
 (Four years after UPAC final approval date) (MONTH YEAR)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department and the material will vary
 - see course syllabus available from instructor

FACULTY/DEPARTMENT: GD 258	Visual Arts	3
COURSE NAME/NUMBER	FORMER COURSE NUMBER Graphic Design for the Web	UCFV CREDITS
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

Students will develop their own online portfolio as they learn advanced skills in today's leading web-based programs. Animation techniques, storyboard development and the development of sequenced art will be learned as well as file management, site mapping, layout, and navigation. Emphasis will be on portfolio development for both online and on CD.

PREREQUISITES: One of: VA 180, GD 157, GD 161, any CIS course numbered 100 or higher, or COMP 150
 COREQUISITES:

SYNONYMOUS COURSE(S)	SERVICE COURSE TO:
(a) Replaces: _____ (Course #)	_____
(b) Cannot take: _____ for further credit. (Course #)	_____

TOTAL HOURS PER TERM: 60	TRAINING DAY-BASED INSTRUCTION
STRUCTURE OF HOURS:	LENGTH OF COURSE: _____
Lectures: 27 Hrs	HOURS PER DAY: _____
Seminar: 6 Hrs	
Laboratory: 27 Hrs	
Field Experience: Hrs	
Student Directed Learning: Hrs	
Other (Specify): Hrs	

MAXIMUM ENROLLMENT: _____	24
EXPECTED FREQUENCY OF COURSE OFFERINGS: _____	
WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	<input type="checkbox"/> Yes <input type="checkbox"/> No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	<input type="checkbox"/> Yes <input type="checkbox"/> No

AUTHORIZATION SIGNATURES:

Course Designer(s): _____ Arthur Babiarz	Chairperson: _____ <i>BFA Ad Hoc Curriculum Committee</i>
Department Head: _____ Jacqueline Nolte	Dean: _____ Eric Davis
UPAC Approval in Principle Date: _____	UPAC Final Approval Date: Apr. 27, 2007

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

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

- use software to create web graphics
- design web page interface
- create site-map
- prepare graphics / images for web
- use graphics / images in web pages
- create animation for web
- create image based links
- build multi page website content
- work with text in web pages
- upload images to server
- comment critically on the function and aesthetics of websites
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METHODS:

Lecturing
Computer lab based instruction
Hands on instructing
Internet resources use
Project development
Independent study
Consulting, discussion

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check:) Yes No

METHODS OF OBTAINING PLAR:

Interview and portfolio review

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Adobe Photoshop CS2 – Classroom in a Book

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

- 6 session projects 40%
- Final project 40%
- Test 12%
- Attendance, participation 8%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

1. Introduction to a digital image editing tool - Photoshop

- about bitmap/raster and vector imaging
- application menu review
- application tools review
- application palettes review
- creating a new document

- project dimensions, resolution
- working with guides and grids
- working with selection
- creating basic layout

Introduction to the Web design

- brief history of Internet
- Internet dynamics
- Internet Service Provider, hosting

2. Introduction to a digital image editing tool - Photoshop (continued)

- working with selection (continued)
- working with layers
- working with transformation
- working with color

Website categories / types

- reviewing existing websites
- portal, e-commerce, e-learning, search engine, other

Website content

- front end / back end
- page layout

3. Website concept development - Photoshop

- working with channels
 - understanding channels
 - creating channels
- working with masks
 - understanding masking process
 - creating masks
- working with text
 - creating text
 - editing text

Web site map

Web page content description

Web page layout / template development

- masthead
- links, navigation bar
- banner
- text, forms
- images, background
- animation
- organizing website assets
- defining course project

4. Image manipulation - Photoshop

- image color modes
 - RGB, Indexed color, Duotone, Bitmap
- image color adjustment commands
 - levels, curves, replace color, hue/saturation, desaturate
- creating patterns
- cropping images
- working with color palettes
- Course Project (Website) Development
- Consulting

5. Preparing page layout for the Web (Part I) (ImageReady)

- introduction to ImageReady software
 - software menu review
 - software tools review
 - saving for web
 - working with slices
- dividing layout for the Web display

6. Preparing page layout for the Web (Part II) (ImageReady)

- image optimization
- file formats
- understanding colors
- color tables algorithms
- dithering
- matting
- creating droplets

7. Creating animation (ImageReady)

- benefits of animation
- layer based animation
- tweening
- animated banner
- making slideshow
- automating tasks
- interface design
- typographical issues

8. Rollovers, Image Map (ImageReady)

- rollovers - a visual communication asset
- creating images for rollovers
- creating rollovers
- working with image maps
- creating image maps

9. Basic Image correction (Photoshop)

- Test
- Course Project (Website) Development
- Consulting

10. Managing site (Dreamweaver)

- organizing files
- creating root directory - local / remote
- placing/replacing images
- working with spacer
- text formatting HTML/CSS
- Course Project (Website) Development
- Consulting

11. Creating Multi page Website (Dreamweaver)

- assigning page links
- duplicating pages
- link images
- displaying slideshow - popup window
- Course Project (Website) Development
- Consulting

12. Course project - Website completion

- consulting
- debugging
- uploading website files to server

13. Presentation and Critique