**BARTON COMMUNITY COLLEGE**

**COURSE SYLLABUS**

# **GENERAL COURSE INFORMATION**

Course Number: GRPH 1030

Course Title: Web Page Design

Credit Hours: 3

Prerequisites: None

Division/Discipline: Technical Division/Business Technology

Course Description: This course is designed to build on the course material from the Information Superhighway and Web Site Construction courses. In this course the student will focus on design criteria used for the Internet. Student’s will plan and develop well-designed web sites that combine effective navigation with balanced use of graphics, text, and color. The student will review design techniques by studying example pages and web sites and then apply the principles to their own work.

# **INSTRUCTOR INFORMATION**

# **COLLEGE POLICIES**

## Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

## Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

## The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

## Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at [disabilityservices@bartonccc.edu](mailto:disabilityservices@bartonccc.edu).

# **COURSE AS VIEWED IN THE TOTAL CURRICULUM**

This course is designed specifically to focus on design for web sites and pages. Interface designers package thoughts and information so that they can be transported, shared, considered, debated, and acted on. Topics covered will include conceptualization of appropriate design criteria for an attractive and effective site as well as the techniques for site construction and incorporation of emerging technologies. Learning focus will be directed toward interface design, both structural and aesthetic. Learning current, ethical, and effective practices and on defining the goal of interface design specifically for internet and WWW delivery. Is the site goal to locate or convey information, news, educate, entertain, promote a product or service, in advocacy of an idea, or to communicate or contribute through comment?

This course will provide opportunities for students to extend their knowledge and provide hands-on experience in creating various types of Internet-based information resources. Issues will be explored which have impacted on, or will impact on, the information community. This course represents one course in the Graphic Design Media Specialist Program. Students completing the Graphic Design Media Specialist Program receive an Associate in Applied Science Degree. This program is not designed for transfer but the course may be accepted as an elective at some institutions.

Please see transfer addendum page for transferability. The transferability of all college courses will vary among institutions, and perhaps even among departments, colleges, or programs within an institution. Institutional requirements may also change without prior notification. Students are responsible to obtain relevant information from intended transfer institutions to insure that the courses the student enrolls in are the most appropriate set of courses for the transfer program.

# **ASSESSMENT OF STUDENT LEARNING**

Barton Community College is committed to the assessment of student learning and to quality education. Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

Course Outcomes, Competencies, and Supplemental Competencies

1. Students will plan and develop well-designed web sites that combine effective navigation with the balanced use of graphics, text, and color.
2. Develop a critical eye for evaluating web site design.
3. Evaluate web sites using screen-oriented design principles.
4. Identify the context of current web design.
5. Identify how the design process is implemented and optimized in web construction.
6. Identify a content goal.
7. The student will learn to create web sites which allow users easy and quick access to information, regardless of browser type, connection speed, or computer platform.
   1. Create a flowchart that depicts the structure of information design.
   2. Apply your HTML skills to building well-designed web pages.
   3. Create a user-focused site by analyzing your audience.
8. Students will design web interfaces addressing stylistic and technical issues for dynamic media while maintaining a design almost transparent to the reader.
   1. Apply design principles in site construction and content design.
   2. Construct interfaces incorporating multimedia.
   3. Develop user centered design utilizing dynamic media.
   4. Use graphics, typography, and color appropriately.
   5. Construct effectively functioning navigation.
9. Students will build a site from scratch or redesign an existing site. The design principles prescribed in this course will help you deliver web content in an engaging, accessible, and visually interesting manner.
   1. Identify the different roles and talents necessary to build a site.
   2. Build portable, accessible web sites that clearly present information.
   3. Develop a unified look for a web site.
   4. Employ emerging Internet communication technologies.
   5. Use graphics for navigation and linking.

# **INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS**

# **TEXTBOOKS AND OTHER REQUIRED MATERIALS**

# **REFERENCES**

# **METHODS OF INSTRUCTION AND EVALUATION**

# **ATTENDANCE REQUIREMENTS**

# **COURSE OUTLINE**