NEW COURSE: 0855-342
formerly course 0825-344 and 0878-240

1.0 Title: Web Design I
Credit Hours: 3
Prerequisite(s): 0855-253, 0855-254, 0855-255, 0855-256
Co-requisite(s): None
Course proposed by: K. Stoskopf, T. Policano

2.0 Course Information:

<table>
<thead>
<tr>
<th>Contact Hours</th>
<th>Maximum Students/Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom</td>
<td>2</td>
</tr>
<tr>
<td>Lab</td>
<td>3</td>
</tr>
<tr>
<td>Studio</td>
<td></td>
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<tr>
<td>Other (specify__________)</td>
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Quarter(s) offered (check): X Fall ____ Winter X Spring ____ Summer

Students required to take this course (by program and year, as appropriate):
Students choosing the Web Design Developer concentration in the Arts & Imaging Studies AAS and AOS programs

Students who might elect to take the course:
Student who have completed the pre-requisite course.

3.0 Goals of the course (including rationale for the course when appropriate):
The goals for this course are to provide experiences enabling the student to:
   3.1 Develop reading, writing, analytical thinking, and problem solving skills related to Website design and development
   3.2 Understand the history, impact, and operation of the Internet and the World Wide Web.
   3.3 Understand and apply text-based design concepts and procedures to website development
   3.4 Understand and apply usability and accessibility concepts and procedures to website design

4.0 Course description (as it will appear in the RIT Catalog, including pre- and co-requisites, quarters offered):
This course introduces students to the fundamental skills needed to create designs that work on the World Wide Web. Students are introduced to the Internet, learn basic HTML programming for graphics, and legal issues of the Internet. Text based technology is used to separate design from content using templates and cascading style sheets (CSS). CGI and Javascript are used to add basic interactivity to the site, such as forms and counters. Issues concerning what works most successfully relating to typography, color, composition, format, and audience understanding are discussed. Students are expected to create web pages that demonstrate their understanding and use of basic design principles. Prerequisite: 0855-253, 0855-254, 0855-255, 0855-256. Class 2, Lab 3, Credit 3 (F, S)

5.0 Possible resources (texts, references, computer packages, etc.):
5.1 Handouts, manuals, and reference materials
5.2 Readings from textbooks and professional trade journals
5.3 Software

6.0 Topics (outline):
6.1 History of the Internet and the WWW
6.2 Overview of the Web Design and Development workflow with a focus on the Design Process
6.3 Review of HTML/WWW W3 consortium coding standards
6.4 Preparing existing materials for use on the WWW
6.5 Visual design/layout fundamentals for the WWW
6.6 Web Design theories and standards
6.7 User Interface design
6.8 Usability of Design on the WWW
6.9 Information organization, (Chunking and Diagramming)
6.10 Design presentations and preparation
6.11 Presentation skills and communication skills
6.12 Research skills on the web/ Understanding of Copyright and “Fair use” rights

7.0 Intended learning outcomes and associated assessment methods of those outcomes:
Upon completion of this course, students will be able to:

| 7.1 Understand and discuss the history and impact of the Internet | Successful completion of projects per specified criteria; testing |
| 7.2 Produce a website using text-based concepts and procedures | Successful completion of projects per specified criteria; testing |
| 7.3 Apply usability and accessibility principles to website design | Successful completion of projects per specified criteria; testing |
| 7.4 Prepare website files and folders for Internet access | Successful completion of projects per specified criteria; testing |
### 7.5 Prepare for the job application and interview, resume writing, and portfolio building processes; describe primary skills learned in this course; select and archive projects which may be appropriate for inclusion in a portfolio.

| Written assignments, test, project presentations |

### 8.0 Program or general education goals supported by this course:

| 8.1 | In conjunction with other courses in this proposal, prepares students for continued career development in the fields of fine arts, imaging, and publishing. | Program goals a, c, d |
| 8.2 | Comprehend and apply instructions and project specifications for Web design and development. | Program goals b, d |
| 8.3 | Ability to engage in critical thinking, through expressing and receiving criticism of own and others’ work. | Program goals a, b, c, d |
| 8.4 | Manage time effectively and develop conceptual problem-solving and decision-making skills | Program goals b, c, d |

### 9.0 Other relevant information (such as special classroom, studio, or lab needs, special scheduling, media requirements, etc.):

| 9.1 | This course will be taught in the Arts & Imaging Studies class and laboratories. |
| 9.2 | Each A&IS lab is equipped with individual student workstations, a teacher’s workstation, computer projector, white board, and work table. |

### 10.0 Supplemental Information:

| 10.1 | Course requires 5 class/lab hours per week which includes presentations, demonstrations, discussions, critiques & project work time. Outside class/lab time is expected for idea development, and continued work on projects. Students have the option of re-doing a project to improve their grade; this is not an option for quizzes, tests & the final exam |