1.0  **Title:**  Web Design II  

**Credit Hours:** 3  

**Prerequisite(s):** 0855-341, 0855-342, 0855-351, 0855-352  

**Co-requisite(s):** None  

**Course proposed by:** K. Stoskopf, T. Policano

1.0  **Credit Hours:** 3  

**Prerequisite(s):** 0855-341, 0855-342, 0855-351, 0855-352  

**Co-requisite(s):** None  

**Course proposed by:** K. Stoskopf, T. Policano

2.0  **Course Information:**

Quarter(s) offered (check): ___ Fall  X 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 graphics-based design concepts and procedures to website development

3.4 Understand and apply cross-platform and cross-browser 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 is a required course that provides an understanding of basic web site creation. This course introduces students to the fundamental skills needed to create content and layouts that work on the World Wide Web. Graphics based technology is used to create interactive pages. Topics include rollover buttons, using image slices to maximize delivery speeds, using image maps, graphic behaviors, GIF animations, design and development of navigation systems. Usability issues will be introduced and studied, especially focusing on the ADA accessibility laws. Students are expected to create web
pages that demonstrate their understanding and use of basic publishing and coding principles. Prerequisite: 0855-341, 0855-342, 0855-351, 0855-352. **Class 2, Lab 3, Credit 3 (W, 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 Overview of the Web Design and Development workflow.
6.2 Introduction to HTML/Web W3 consortium coding standards
6.3 Accessibility (Section 508 requirements)
6.4 HTML coding
6.5 CSS coding
6.6 Graphics-based procedures for interactive web page design and function
6.7 Learning web authoring software
6.8 Exploration of cross-platform, cross-browser coding and preparation
6.9 Preparing existing materials for use on the Web

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, plan, and apply principles and procedures for Web design and development | Successful completion of projects per specified criteria; testing |
| 7.2 Produce a website using graphic-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. | Program goals a, c, d |
and publishing.

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<th>8.2 Comprehend and apply instructions and project specifications for web design and development.</th>
<th>Program goals b, d</th>
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<td>8.3 Ability to engage in critical thinking, through expressing and receiving criticism of own and others’ work.</td>
<td>Program goals a, b, c, d</td>
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<td>8.4 Manage time effectively and develop conceptual problem-solving and decision-making skills</td>
<td>Program goals b, c, d</td>
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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.