

COMMON COURSE OUTLINE: Course discipline/number/title: ART 1232: Interactive Web Design I

A. CATALOG DESCRIPTION

1. **Credits: 3**
2. **Hours/Week: 6**
3. **Prerequisites (Course discipline/number):** ART 1130, 2230 or 2224
4. **Co-requisites (Course discipline/number):** None
5. **MnTC Goals (if any):** NA

This course is an in-depth course dealing with all aspects of web page design, publishing techniques and authoring, including history and philosophy of graphic quality pages and handmade details including animation's, buttons, custom made backgrounds and one-of-a-kind illustrations. Students will use a choice of software including PhotoShop, Illustrator, Flash 2, 3D Extreme PageMaker, PageMill and Communicator.

B. DATE LAST REVISED (Month, year): April, 2008

C. OUTLINE OF MAJOR CONTENT AREAS:

1. Introduction to the Course:
 - a) Syllabus
 - b) Dates and Meeting Times
 - c) Study Groups
 - d) Materials
2. Review of Digital Computer Skills
3. What is a graphic design and how does it affect web pages?
 - a) Designers attempt to achieve visual solutions that are functional, elegant, appropriate, simple, and economical.
 - b) They reflect the art and culture in which they live.
 - c) Although it is a relatively young field, it does have roots that show valid design education and graphic design has always mimicked the artistic movements in art history including: art nouveau, cubism, futurism, surrealism, De still, abstract, expressionism, minimalism, and so forth.
4. What does a graphic designer use to communicate and express themselves? (These are the same issues that designers of all types of visual communication are concerned about, it could be a poster, or a brochure or a catalog, or an invitation, in this case it happens to be a web page.) Graphic designers must have a working knowledge of the following:
 - a) Typography, choosing and using type that is specific for the content of the design.
 - b) Illustrations, hand rendered images created for specific content oriented projects.
 - c) Photography, either candid or staged photos of actual events or products or people used to enhance a design or communicate an idea.
 - d) Symbols, which are marks without type used to identify a corporation, agency, or institution. Most of us are familiar with the symbol for Nike.
 - e) Graphic Art Elements
 - i. Shape
 - ii. Value
 - iii. Texture
 - iv. Color
 - v. Line
 - f) Principles of Design
5. Web-Specific Considerations
 - a) Drag and Drop Page Design or Basic HTML?
 - b) Typography Size and Style
 - c) File Formats Necessary for Graphics
 - d) Storyboards, Planning the Content
 - e) File Size and Download Issues



C. OUTLINE OF MAJOR CONTENT AREAS: Continued. . .

6. Goodies: What makes these pages art?

- a) Custom backgrounds, these are made in a paint program like PhotoShop. Students actually pain with different brushes and tools to create an image that is then tiled into the web page as a graphic background. Most web pages are made with purchased backgrounds or shared from other artists on a shareware basis.
- b) Buttons, these navigation graphics will be created in a 3D program like 3D Extreme. Students actually build a dimensional shape or image that will then be used as a point where viewers will click to go from page _____ to page _____.
- c) Bullets, these are similar to the buttons, however they more likely will be created in a new program Flash 2 in which students make animated GIFs that create more interest in the page. Like the buttons, they are hand created by our students and then positioned on the page for navigation purposes.
- d) Animation's, these could be in many forms, but are usually interactive animation's created in Director and then "shocked" with Shockwave fro viewing in web pages.
- e) 3D Illustrations, these are illustrations created to show artistic ability or to create interest in the pages. They will be made in a 3D application like 3D Extreme.
- f) Other graphics, these are images made in other paint and draw programs, again used fro visual effect or to carry the message of the page
- g) Video

7. Publishing

- a) Web Publishing/Export
- b) Print Output (Handouts)
- c) CD for Ease in Presentation

8. Critiques:

D. LEARNING OUTCOMES (GENERAL):

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:

Numerical scores are kept for all tests, assignments, extra credit and student projects. To check progress individual student portfolios are graded at mid-term and test week. This allows a student to demonstrate a progression of skills. Class attendance records are kept for each student.

G. SPECIAL INFORMATION (if any): None