

University of Arkansas – Fort Smith

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General Syllabus

GRDS 2253 Web Design I

Credit Hours: 3 **Lecture Hours:** 2 **Laboratory or other types of hours:** 4

Prerequisites: ART 1123 Digital Imaging, GRDS 2303 Graphic Design, GRDS 2243
Digital Illustration

Effective Semester: Summer I, 2010

I. Course Information

A. Catalog Description

Introduces technical and aesthetic considerations concerning website design. Current standard language editors and Web styling are incorporated. Imaging, typographic, and color issues are addressed. Assigned projects are deadline-driven and involve the creation of basic websites.

B. Additional Information - None

II. Student Learning Outcomes

A. Subject Matter

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

1. Understand current mark up language and its application to the Web
2. Use styles and understand their application to site design
3. Create a website using original concept and art
4. Link Web pages together
5. Understand and apply positioning
6. Understand and apply principles of organization, presentation, and interactivity
7. Create a site map
8. Understand and apply the box model to element styling and site design

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Problem solving is essential for Web Design. All coursework and examinations require the student to define and research the problem, generate a number of possible solutions, and finally execute the best solution to the problem based on the information at hand.

Communication Skills

Students will use various visual methods to communicate solutions to the assigned problems using of thumbnails, sketches, and completed projects. They will clarify information presented by asking specific questions regarding the projects assigned. They will demonstrate a relationship between prior knowledge and the information provided by referring to what was previously learned in regards to design, layout, color, typography, and software.

Ethics

Students will understand issues involving copywriting and imagery to be applied in ideation, research, and execution of original art and design solutions. They will be able to determine what can and can not be used from online sources.

Global and Cultural Perspectives

Students will be made more aware of how their discipline affects diverse populations in the United States through study of demographics and its impact on the design process.

Quantitative Reasoning

Solving Web layout issues requires higher levels of quantitative understanding

Technological Skills

This course will introduce coding in addition to new software in Web and Graphic Design. The student will continue learning current professional standard software as well as methodologies applicable to shifts in standard software coding methods.

III. Major Course Topics

1. Mark up Language
2. Tags
3. Style selectors
4. Style rules
5. Image processing for web
6. Workflow for web design
7. Site mapping
8. Positioning with styles
9. Organizing Websites

10. Team based Web Design

11. Adding interactivity to websites