

DDP 150: WEB DESIGN & DEVELOPMENT

Originator

mabril

Co-Contributor(s)**Name(s)**

Abril, Mari

Justification / Rationale

Web Design and Development is a vital course that builds important skills for career opportunities. This field continues to grow and is an ideal addition to DDP that also compliments CIS web programming and management courses. This career path allows students to use their creative and design skills to create something both beautiful and functional while giving them a career in a strong growing industry.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

150

Full Course Title

Web Design & Development

Short Title

WEB DESIGN & DEVELOPMENT

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

With an emphasis on design and conceptual skills, students explore internet history, web usability, interface, navigation, information design as well as creating dynamic content for websites. Students analyze historical examples, contemporary user interfaces, image optimization and their own creative content. HTML, CSS and CMS will be introduced to explore simple to complex interactive projects for the Web.

Schedule Description

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Lecture Units

1

Lecture Semester Hours

36

Lab Units

2

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Steve Krug

Title

Don't Make Me Think Revisited

Edition

1st

Publisher

New Riders

Year

2014

College Level

Yes

ISBN #

ISBN-10: 9780321965516

Resource Type

Web/Other

Open Educational Resource

Yes

Year

2021

Description

LinkedIn Learning Video Content

Resource Type

Book

Open Educational Resource

No

Author

Jennifer Robbins

Title

Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics

Edition

5th

City

Sebastopol

Publisher

O'Reilly Media, Inc.

Year

2018

College Level

Yes

ISBN #

10: 1491960205

For Text greater than five years old, list rationale:

There is no other book that covers the concepts the the author of "The Don't Make Me Think" does.

Class Size Maximum

20

Course Content

1. Web Design Fundamentals
2. Site design
3. Information architecture
4. Design principles as they apply to websites
5. Ideation process; research, brainstorming, thumbnails, creative content and prototypes
6. Overview of Internet and Web Browsers
7. W3C - guiding organization for web
8. Basic HTML structure and semantics
9. Uploading webpages to a server
10. Relative vs Absolute Links
11. Navigation
12. Introduction to HTML (HyperText Markup Language)
13. Images sources - downloading from a website, digital camera, smart phones.
14. Copyright overview
15. Using the img element to insert images into a webpage
16. The src, alt, height, and width attributes
17. Joint Photographic Experts Group vs. Portable Network Graphics vs. Graphic Interchange Format
18. Using folders to organize a website
19. Image optimization
20. Linking thumbnail images to a web page
21. Cascading Style Sheets Usage
22. CSS Font / Text Properties
23. Web fonts; Font-family, font-size, font-weight, font-style, font-variant
24. HTML Editors - Download, Use and Review
25. Intro to CSS (Cascading Style Sheets)
26. Wireframe

27. Site map
28. Tables
29. Forms
30. Web hosting
31. Domain names
32. E-commerce

Lab Content

1. Creating web graphics
2. Web site design
3. Using tools for building sites
4. Designing for multiple browsers
5. Designing for accessibility
6. Designing for user experiences
7. Utilizing progressive enhancement
8. Hosting a web site
9. Choosing a web host
10. Registering a domain name
11. Troubleshooting your site
12. Maintaining your site
13. Creating admin and sub-admin accounts
14. Creating a client proposal and analysis

Course Objectives

	Objectives
Objective 1	Apply practical concepts in the production of web-based projects including card sorting, grid systems, typography, psychology, and the appropriate tools.
Objective 2	Implement web design ideation process concepts such as storyboards, brainstorming, concept briefs, pitches, mood boards and prototypes.
Objective 3	Solve different design assignments demonstrating imaginative and independent solutions.
Objective 4	Demonstrate the ability to clearly discuss and evaluate web designs and apps.
Objective 5	Evaluate the strategies used in effective communication using web-based media.
Objective 6	Examine the context and history of web-based digital media projects, including web sites and web apps. Relate this to contemporary practices in design

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Reorganize and integrate art and design elements using web design and development methodologies.
Outcome 2	Apply appropriate web design and development concepts to create dynamic, responsive, web-based interactive experiences.
Outcome 3	Analyze and evaluate projects orally and in writing utilizing the critique process.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Collaborative/Team	Moderate the ability to work as a team, independently, overseen by the instructor in a professional, design studio environment.
Demonstration, Repetition/Practice	Set up assignments that allow students to demonstrate an understanding of the web design and development process as it relates to design, technology, collaboration.
Discussion	Moderate online and in-class discussion of the web design and development process and of peer job performance as the class works to create a website.
Participation	Share readings, assignments, critiques and discussions weekly.

Lecture

Supply video, PDF, PowerPoint and either Zoom or face to face lectures on the relevant topic weekly.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Other	Formative: Hands-on web design and development projects within distinct units of instruction. These projects consist of the production of rich digital media content for the web. They enable the student and the instructor to assess mastery of web programming techniques and allow for adjustments to be incorporated.	Out of Class Only
Other	Summative: Outcome-based assessments that are cumulative towards the different units divided by conceptual topics in web design and development. Students work toward a self-directed final incorporating skills learned so far. Project is evaluated using appropriate analytic rubric that distinguishes novice from expert work.	In Class Only
Other	Qualitative: Open-ended discussions and observations in group critique setting addressing aesthetic, technical, and conceptual strength.	In Class Only
Portfolios	Implement web design ideation process concepts such as storyboards, brainstorming, concept briefs, pitches and mood boards to create a portfolio website for showcasing still images and video.	In Class Only
Self/peer assessment and portfolio evaluation	Examine personal performance, participate in critiques, discussions and assessments of peer projects written and verbal feedback of collaborative projects.	In Class Only
Other	Additional out-of-class hours may be required to complete projects and assignments.	Out of Class Only

Assignments

Other In-class Assignments

1. Assignments: Analyze the website's look and feel.
2. Critiques: Review and evaluate the websites of fellow classmates.
3. Discussions: Current topics related to the internet, websites, design best practices, government regulations, and trends.
4. Presentations: of blogs, websites, design process ideation, and creative content.

Other Out-of-class Assignments

1. Create a personal blog to record progress in this course.
2. Create your small business or personal website, test the site, upload the finished site to your newly created hosted website.
3. Research, select and implement an online web hosting account.
4. Create an annual management website plan - documenting deliverables, due dates, and technical issues.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

On-campus %

100

What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?

Class discussion analyzing websites, critiques websites of fellow classmates
Discussions of current events in web design and development, and assignment presentations.

Instructional Materials and Resources**Effective Student/Faculty Contact**

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video

For hybrid courses:

Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Chat, announcement, virtual office hours, messaging, video/audio feedback and e-mail will be used for direct, timely dialogue with students individually and within groups. Timely feedback and return of student work, discussion forums in which students peer review other students' work, study, that carry out the core objectives of the course.

Other Information**MIS Course Data****CIP Code**

11.0801 - Web Page, Digital/Multimedia and Information Resources Design.

TOP Code

061400 - Digital Media

SAM Code

B - Advanced Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

Web_Development.pdf

Approvals**Curriculum Committee Approval Date**

11/18/2021

Academic Senate Approval Date

12/09/2021

Board of Trustees Approval Date

01/21/2022

Chancellor's Office Approval Date

02/05/2022

Course Control Number

CCC000629657

Programs referencing this course

Interaction Design AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=311>)

Web Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=356>)

Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)