I.   CATALOG DESCRIPTION

Course Number:	GDMA2567
Course Title:	Web Design II
Prerequisite(s):	GDMA1485
Catalog Description:	Web Design II focuses on the aesthetic considerations of web design by applying the basic elements and principles of design and introduces the integration of interactivity on the web through the use of JQuery, CSS3 and HTML5. Students will learn how to use JQuery in conjunction with HTML5 to create simple animations and dynamic navigation.
Credit Hours:	3.0
Class Hours:	30
Lab Hours:	50
Total Contact Hours:	80

II.   COURSE OBJECTIVES: *Course will:*

A.   Introduce and explore responsive layout, content, and imagery.
B.   Illustrate the importance of information architecture and content strategy in web design.
C.   Introduce students to the web design project process including wireframing and style tiles.
D.   Explore the various aesthetic considerations and apply CHRAP to web layouts.
E.   Illustrate the importance of usability, emotions, and intuitive, interactive experiences and how to apply these concepts to web design.
F.   Direct students to seek out examples of good web design, reference sites, as well as tools and resources to aid in the design process.

III.   STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A.   Student Learning Outcomes: *Student will be able to:*
  1.   Design and develop responsive websites with CSS3.
  2.   Implement various methods of creating, optimizing, and integrating multimedia content for different devices and resolutions.
  3.   Arrange information hierarchically based on placement and typographic organization.
  4.   Describe how information and content hierarchy are used in web design and how it is an important consideration in web design.
  5.   Apply the web design process in the planning, development and implementation of their sites.
  6.   Create and demonstrate an understanding of the wireframing and style tile process and its importance.
  7.   Apply typographic principles to web design to create effective and engaging use of type on the web.
  8.   Develop aesthetically engaging websites using their current knowledge of HTML and CSS.
  9.   Predict user behavior by appraising the usability and intuitiveness of professional and individual websites.

10. Implement jQuery plugins for increased interactivity.
11. Appraise professional and personal designs using the basic elements and principles of design and typography.
12. Assess various online resources, tools, and reference materials to evaluate their usefulness and to begin to find web sites that will inform and update their skills in the years to come.

B. General Education Learning Outcomes (GELOs)
1. GELO #3: Critical Thinking & Problem Solving
Outcomes 1: Collect, identify, interpret and analyze data.

IV. CONTENT/TOPICAL OUTLINE
A. Review of HTML & CSS
B. Mobile First
C. Project Processes
D. Layout & Design
E. Usability and User Experience
F. JQuery Implementation

V. INSTRUCTIONAL MATERIALS
A. Required Text(s): Unger, Russ, & Chandler, Carolyn, *A Project Guide to UX Design: For user experience designers in the field or in the making* (2nd Edition)
B. Other Resources: Access to a student or individual lynda.com account.

VI. METHODS OF PRESENTATION/INSTRUCTION
A. Methods of presentation typically include a combination of the following:
1. On-screen presentations, demonstrations, guided tutorials and lecture
2. Worksheets, charts, tutorials, projects/assignments
3. One-on-one teaching and assistance
4. Team teaching
5. Presentations by design professionals/employers
6. In-class exercises and activities
7. Videos
8. Field trips

VII. METHODS OF EVALUATION
A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
1. Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.
2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.
3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.

4. Compliance with all Policies. For all GDMA program policy documents, please visit http://tinyurl.com/gdmapolicies.

5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit http://tinyurl.com/gdmapolicies.

VIII. SPECIFIC COURSE REQUIREMENTS

    A. Student must meet all of the following to receive a passing grade:

        1. Student must complete this course with a minimum course grade of "C" (70%).

        2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit http://tinyurl.com/gdmapolicies

        3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.

        4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.

        5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.

        6. For course specific policies please refer to the Course Information Document.