

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-22
[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: GDMA2662
Course Title: Web Design III
Prerequisite(s): GDMA2567
Catalog Description: Web Design III will familiarize students with working with a client on a web based project while further exploring advanced topics in web design such as the use of frameworks, (CMS) Content Management Systems, plugins, and (SEO) Search Engine Optimization, and launching websites.
Credit Hours: 3.5
Class Hours: 25
Lab Hours: 95
Total Contact Hours: 120

II. COURSE OBJECTIVES: *Course will:*

- A. Review the web design and development project process.
- B. Demonstrate how frameworks can be used for client sites and the advantages and disadvantages of using them.
- C. Review and demonstrate good client communication practices.
- D. Introduce content management systems (CMS) and the advantages and disadvantages of using them.
- E. Introduce the importance of search engine optimization (SEO).
- F. Demonstrate working with FTP clients to launch websites.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Apply previously gained knowledge of HTML, CSS and design aesthetics to a client-based website.
 - 2. Design and develop websites using an iterative design process.
 - 3. Assess the pros and cons to using frameworks and CMS when creating client sites.
 - 4. Design using jQuery and JavaScript plugins for additional aesthetic and functional purposes while simplify HTML and CSS mark-up for increased code efficiency.
 - 5. Ask questions to gather and appraise useful information from pro-bono clients in the initial stage of the design process.
 - 6. Interpret client feedback and formulate ideas to integrate into designs to meet the needs and desires of their audience.
 - 7. Appraise the need for a content management system (CMS) for client work.
 - 8. Weigh the pros and cons of a content management system.
 - 9. Explain the importance of search engine optimization (SEO).
 - 10. Employ knowledge of SEO to create strong optimization for client sites.
 - 11. Appraise different FTP clients for use to manage and launch websites.
 - 12. Manage project work amongst team members using industry-standard collaborative software.

- B.** General Education Learning Outcomes (GELOs)
 - 1.** GELO #6: Career and Life Skills
Outcome 1: Employ effective interpersonal and intrapersonal communication skills.

IV. CONTENT/TOPICAL OUTLINE

- A.** Review Responsive HTML & CSS
- B.** Review Web Aesthetics
- C.** Frameworks
- D.** Working with clients
- E.** CMS
- F.** SEO
- G.** Testing
- H.** FTP

V. INSTRUCTIONAL MATERIALS

- A.** Required Text(s): None
- 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.** In-class exercises and activities
 - 6.** Presentations by design professionals/employers
 - 7.** Videos
 - 8.** Field trips

VII. METHODS OF EVALUATION

- A.** Methods of presentation, 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.