SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23
Syllabus Statements

I. CATALOG DESCRIPTION

Course Number:	GDMA1485
Course Title:	Web Design I
Prerequisite(s):	GDMA1230, GDMA1234, GDMA1240, GDMA1465
Catalog Description:	Beginning web skills include site planning fundamentals, understanding web standards, content organization, and visual evaluation of web design. Students are introduced to the fundamentals of HTML & CSS as well as the effective use of graphics and type in web design.
Credit Hours:	4
Class Hours:	38
Lab Hours:	80
Total Contact Hours:	118

II. COURSE OBJECTIVES: *Course will:*

A. Define the internet and web.
B. Illustrate the importance of HTML5 and semantic markup.
C. Explore the basic foundational skills for creating a site's structure in HTML with text, links, tables, and forms.
D. Demonstrate how designers optimize and implement images for the web.
E. Demonstrate the use of CSS in styling type and various HTML elements.
F. Explore the various methods of CSS for page layouts.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. Student Learning Outcomes: *Student will be able to:*
    1. Construct web folders with standard architecture for easy organization.
    2. Create semantic code so other designers/developers can understand it.
    3. Create markup with proper syntax and naming conventions that are valid through W3C.
    4. Define key terminology specific to HTML and CSS.
    5. Differentiate various tags and properties as well as their various attributes and values for creating and styling type.
    6. Optimize images for the web.
    7. Semantically integrate foreground and background images into websites.
    8. Style HTML type, links, tables, forms, and images using CSS properties and values.
    9. Arrange HTML elements using proper CSS.
    10. Develop basic site structures using industry-standard coding techniques.

B. General Education Learning Outcomes (GELOs)
    1. GELO #6: Career and Life Skills
    Outcome 4: Use digital technology effectively to access, manage, integrate, evaluate and present information.

IV. CONTENT/TOPICAL OUTLINE

A. Introduce how the internet works

  B. Introduce HTML5 semantic markup
  C. HTML Text and Links
  D. Explore HTML Structural Concepts
  E. Tables and Forms
  F. Optimizing Web Graphics
  G. Exploring CSS Page Layouts
  H. Styling HTML with CSS

V. **INSTRUCTIONAL MATERIALS**
  A. Required Text(s): Duckett, Jon *HTML & CSS: Design and Build Websites*
  B. Other Resources: Projects/tutorials/assignment handouts/ presentations

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 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.