

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number: GDMA2567
Course Title: Web Design 2
Prerequisite(s): GDMA1485
Catalog Description: This course will familiarize students with each step of the web design process while covering advanced topics such as content strategy, user experience, accessibility, and responsiveness.

Credit Hours: 4.0
Class Hours: 45
Lab Hours: 45
Total Contact Hours: 90

II. COURSE OBJECTIVES: *Course will:*

- A. Identify the members of a web design team and explain the parts of a web design project
- B. Illustrate the importance of information architecture and content strategy in web design.
- C. Explore responsive layout, content, and imagery.
- D. Introduce modern web accessibility standards.
- E. Examine UX design principles.
- F. Discuss the value of interactivity and animations in web design.
- G. Continue to explore HTML and CSS techniques used in web development.
- H. Direct students to seek out examples of good web design, reference sites, online tools, and other 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. Explain the different roles for each member of a website project.
 - 2. Design responsive websites for multiple industries.
 - 3. Structure website content to optimize the user experience.
 - 4. Identify accessibility considerations for different users.
 - 5. Evaluate website designs based on user experience, accessibility, and responsiveness.
 - 6. Create website prototypes which include user interactions and basic animations.
 - 7. Break down a website design into components and HTML elements.
 - 8. Build a practical library of online resources, tools, and reference materials for use on future projects.
- 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. The website design team
- C. Information architecture
- D. Responsive design
- E. Web accessibility

- F. Design for user experience
- G. Design for development
- H. Interactivity and animations
- I. Quality assurance

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): none
- 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. Lecture
 - 2. Demonstrations
 - 3. Peer critiques
 - 4. In-class exercises and activities
 - 5. One-on-one teaching

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Assignments
 - 2. Exercises
 - 3. Tests
 - 4. Critique participation
 - 5. Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must complete this course with a minimum course grade of “C” (70%).
- B. By enrolling in this course the student agrees to follow all GDMA program policies.