

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

I. CATALOG DESCRIPTION

Course Number: GDMA2662
Course Title: Web Design 3
Prerequisite(s): GDMA2567
Catalog Description: This course will explore advanced topics in web design such as the use of Content Management Systems (CMS), Search Engine Optimization (SEO), launching a live site, and analyzing website data. An emphasis is placed on designing and building branded portfolio sites.
Credit Hours: 3.0
Class Hours: 35
Lab Hours: 30
Total Contact Hours: 65

II. COURSE OBJECTIVES: *Course will:*

- A. Review the website team and the website build process.
- B. Demonstrate how content management systems (CMS) can be used for client sites and the advantages and disadvantages of using them.
- C. Explain search engine optimization (SEO) and explore how to improve SEO results.
- D. Demonstrate working with domain name providers and hosts to launch websites.
- E. Discuss the quality assurance (QA) process for websites and introduce online tools used to analyze websites after launch.

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 new website project.
 - 2. Design and develop branded portfolio websites using an iterative design process.
 - 3. Appraise different website hosts to manage and launch websites.
 - 4. Assess the pros and cons to using a CMS when creating client sites.
 - 5. Explain the importance of search engine optimization (SEO).
 - 6. Employ knowledge of SEO to improve the SEO results of a website.
 - 7. Perform quality analysis on finished sites using online tools
- 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 the website design process
- B. Portfolio sites: branding and content
- C. Website hosts
- D. Content management systems
- E. Search engine optimization
- F. Launching sites
- G. Quality assurance and website testing

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 presentation, 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.