

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

I. CATALOG DESCRIPTION

Course Number: GDMA1485
Course Title: Web Design 1
Prerequisite(s): GDMA1122, GDMA1126, GDMA1136, GDMA1354
Catalog Description: This course introduces students to modern web design principles with a focus on typography, color contrast, and hierarchy. Students learn how modern websites function and explore both HTML and CSS to understand how websites are built.

Credit Hours: 4
Class Hours: 45
Lab Hours: 45
Total Contact Hours: 90

II. COURSE OBJECTIVES: *Course will:*

- A. Introduce web design principles.
- B. Explore typography on the web.
- C. Demonstrate the importance of color contrast in web design.
- D. Explore modern web design patterns.
- E. Introduce content strategy and its role in web design.
- F. Demonstrate how HTML and CSS work to build modern websites

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Design single page websites that follow web design and usability principles.
 - 2. Sketch and design digital wireframes to assist in web design strategy.
 - 3. Strategically format large amounts of content into a web design.
 - 4. Demonstrate usability principles when designing website navigation.
 - 5. Edit existing semantic code so other designers/developers can understand it.
 - 6. Define key terminology specific to basic HTML and CSS.
 - 7. Differentiate various tags and properties as well as their various attributes and values for creating and styling type with CSS.
 - 8. Optimize images for the web.
 - 9. Update 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. Types of websites
- B. Basic web design principles
- C. Type on the web
- D. Website color contrast
- E. Basic HTML and CSS
- F. Web design patterns and navigation

- G. Content strategy
- H. Exporting web design assets

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.