

# Santa Monica College

## Course Outline For GRAPHIC DESIGN 67, Web Design 3

Course Title: Web Design 3 Units: 3.00  
Total Instructional Hours (usually 18 per unit): 90  
Hours per week (full semester equivalent) in      2.00      In-Class Lab: 1.00      Arranged: 2.00  
Lecture:

Date Submitted:              May 2011  
Date Updated:                November 2014  
Transferability:              Transfers to CSU  
IGETC Area:  
CSU GE Area:  
SMC GE Area:

Degree Applicability:      Credit - Degree Applicable  
Prerequisite(s):             GR DES 66  
                                         and GR DES 61  
Pre/Corequisite(s):        None  
Corequisite(s):              None  
Skills Advisory(s):         None

### I.      **Catalog Description**

This advanced project-based web design course builds on the design concepts and technical knowledge acquired in Graphic Design 66 and focuses on designing and building a commercial-quality website. Working in teams, students will participate in the design and production of a medium-sized website. Students will go through the design process from research to launch and discuss how to best work with a client. Technical issues addressed include HTML and CSS, content management systems, responsive design, and site maintenance. Students will conceptualize, design, and produce a complete commercial-quality website.

**Examples of Appropriate Text or Other Required Reading:** (include all publication dates; for transferable courses at least one text should have been published within the last five years)

### II.

1. Responsible Responsive Design, 1st, Jehl, Scott, A Book Apart © 2014, ISBN: 978-1-937557-16-4

### III.      **Course Objectives**

Upon completion of this course, the student will be able to:

1. Analyze client and user needs and requirements and produce a website that?s

- compatible for different screen sizes.
- 2. Use effective research, user experience, and design to create a commercial-quality website.
- 3. Work successfully as a team member and as part of a team.
- 4. Demonstrate how to effectively communicate with a client.
- 5. Demonstrate ability to effectively critique and evaluate own design and other designers' work.
- 6. Develop an intermediate understanding of user experience design.
- 7. Implement audio/video and animation on a website.
- 8. Build a responsive website and successfully launch it live to a server.

**IIIb. Arranged Hours Objectives:**

Upon completion of this course, the student will be able to:

- 1. Identify and apply an understanding of advanced topics such as content management systems and frameworks.

**IV. Methods of Presentation:**

Lecture and Discussion , Observation and Demonstration , Projects , Critique , Group Work

**IVb. Arranged Hours Instructional Activities:**

Other (Specify)

Other Methods: The student will participate in online video tutorials and recommended resources related to advanced topics such as content management systems and frameworks.

**V. Course Content**

<u>% of course</u>	<u>Topic</u>
20%	Working with clients
10%	Frameworks
30%	HTML + CSS
20%	Content management systems
10%	Team work and project management
10%	Presentation and critique of projects
100%	Total

**Vb. Lab Content:**

<u>% of</u>	<u>Topic</u>
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<b><u>course</u></b>	
50%	Critiques
50%	Team exercises
100%	Total

**VI. Methods of Evaluation: (Actual point distribution will vary from instructor to instructor but approximate values are shown.)**

<u>Percentage</u>	<u>Evaluation Method</u>
55 %	Projects - Mid-term Project 25% Final Project 30%
20 %	Group Projects
5 %	Class Participation
20 %	Other - Assignments
100 %	Total

**Additional Assessment Information:**

1. 90-100% = A
2. 80-89% = B
3. 70-79% = C
4. 60-69% = D
5. Below 60% = F

**VII. Sample Assignments:**

**Assignment 1:** Create a working prototype of a 3-page responsive website using a framework like Bootstrap.

**Assignment 2:** As a team, design and build a 12-15 page commercial-quality website utilizing a content management system.

**VIII. Student Learning Outcomes**

1. Exhibit strong academic behaviors including regular attendance, timeliness, participation in class activities, and adherence to the College Honor Code.
2. Implement advanced conceptual and technical knowledge of the web design process by producing a commercial-quality website.
3. Plan, organize, and collaborate with a team to design and create a commercial-

quality website.