

## CUMBERLAND COUNTY COLLEGE

**Course: CG 113 Graphic Web Design**

**Credits: 3**

**Prerequisites**

None

**Description**

An introductory course on creative designing for the World Wide Web. Fundamental principles of typography and composition are explored in addition to ideas of navigation and technical web production. Emphasis on learning the foundations of web based programs, visual articulation of idea and graphic production techniques for web publishing. Applications such as Dreamweaver, Flash and Photoshop Image Ready will be used to create dynamic interactive web sites.

**Learning Outcomes**

At the completion of this course, students should be able to:

- Demonstrate technical aspects of web design: creation and production.
- Identify the key components of interaction and its relation to creating an interactive experience.
- Describe the key role of navigation in web design.
- Discuss a brief history of screen based design.
- Create an appropriate solution to the assigned problem.
- Create a clearly navigated and user intuitive site.
- Organize a site root folder.
- Create a splash page using gif or flash animation.
- Create a minimum of five pages within web site (each being under 100k).
- Create web ready images and text, links and roll over buttons.
- Illustrate the skills to upload a site and functioning within a web browser.

**Topical Outline**

- Conceptualizing for the web
- Sketching ideas and storyboarding for the web
- Issues of navigation
- Understanding the pro and cons of the web
- Learning the basics of web software
- Understanding the basic codes: HTML
- Working with web graphics
- Working with tables
- Creating web links and emailing links
- Creating Forms
- Creating simple motion: Image ready

- Creating complex motion Interactivity: Flash
- Managing your site: Uploading and testing
- Trouble shooting your site

### **Required Texts and Other Materials**

Adobe CS6 Dreamweaver; Classroom in a Book, by Adobe Creative Team: Adobe Press, 2012.

#### Student Assessment

50% Final Project

30% Small exercise/assignments

20% Attendance

Evaluation for this course will be based on your participation as a student with an intention to learn and produce significant work that will demonstrate the objectives of this course, as well as contribute to an increasingly interdisciplinary design field. A working understanding of concepts presented in class, designed responses to assignments, effectiveness and depth of process, active participation in critiques, workshops and discussions, craft and presentation will all contribute to the final evaluation.

#### **Academic Integrity**

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

#### **Available Resources**

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

**(List availability of open labs and/or writing center)**

#### **Before Withdrawing From This Course**

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.