1. **COURSE ID:** DGME 167  **TITLE:** Web Design I  
   **Units:** 3.0 units  **Hours/Semester:** 48.0-54.0 Lecture hours; and 16.0-18.0 Lab hours  
   **Method of Grading:** Grade Option (Letter Grade or P/NP)  
   **Recommended Preparation:**  
   Eligibility for ENGL 838 or ENGL 848.

2. **COURSE DESIGNATION:**  
   **Degree Credit**  
   **Transfer credit:** CSU

3. **COURSE DESCRIPTIONS:**  
   **Catalog Description:**  
   This course will utilize Adobe Fireworks as we cover user interface design, web usability and the use and creation of media graphic techniques as we explore important concepts: user interface fundamentals, compliance with Section 508, effective screen design, pixel aspect ratio, chroma key, color models, overlays, interactive buttons, hotspots, animation and integration with other software. Students will produce functional interface designs for web, video, and broadcast. Software: Adobe Creative Suite®

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
   Upon successful completion of this course, a student will meet the following outcomes:  
   1. Identify user interface fundamentals and demonstrate the ability to construct user interface elements  
   2. Identify web accessibility elements  
   3. Identify web, video and broadcast graphic formats  
   4. Demonstrate construction of web, video and broadcast graphics  
   5. Demonstrate the ability to construct interactive elements  
   6. Demonstrate effective workflow and file management  
   7. Demonstrate integration with other software programs

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
   Upon successful completion of this course, a student will be able to:  
   1. Identify user interface fundamentals and demonstrate the ability to construct user interface elements  
   2. Identify web accessibility elements  
   3. Identify web, video and broadcast graphic formats  
   4. Demonstrate construction of web, video and broadcast graphics  
   5. Demonstrate the ability to construct interactive elements  
   6. Demonstrate effective workflow and file management  
   7. Demonstrate integration with other software programs

6. **COURSE CONTENT:**  
   **Lecture Content:**  
   1. User Interface Fundamental & Elements  
   2. Web Accessibility - Section 508 compliance  
   3. Overview of digital images for web and broadcast  
   4. Symbols  
   5. Interactive elements  
   6. Behaviors (CSS, javascript)  
   7. Skinning Flex Components  
   8. Optimizing and Exporting an Images  
   9. Broadcast  
      A. Create graphics on screen in the lower third for name and titles  
      B. Create full screen information graphics (charts, stats, scoreboards)  
      C. Create full motion graphics (show openings and title graphic  
      D. Demonstrate ability for video conversions - jpsgs to key-able formats, scan and resize images (video only needs 72 dpi), clean up photos using Photoshop filters, color correction, and import them into Final Cut  
      E. Non square pixels

   **Lab Content:**  
   1. User Interface Fundamental & Elements  
   2. Web Accessibility - Section 508 compliance  
   3. Overview of digital images for web and broadcast  
   4. Symbols  
   5. Interactive elements  
   6. Behaviors (CSS, javascript)  
   7. Skinning Flex Components  
   8. Optimizing and Exporting an Images  
   9. Broadcast  
      A. Create graphics on screen in the lower third for name and titles  
      B. Create full screen information graphics (charts, stats, scoreboards)  
      C. Create full motion graphics (show openings and title graphic  
      D. Demonstrate ability for video conversions - jpsgs to key-able formats, scan and resize images (video only needs 72 dpi), clean up photos using Photoshop filters, color correction, and import them into Final Cut  
      E. Non square pixels
F. Standard definition Broadcast Safe Concerns
G. Hi Def Color Space
H. Create a 30 promo using graphics only (no moving video) or: 30 show opener
   I. Create a credit roll
10. Rapid Prototyping
11. Developing an effective workflow
12. Project Management
13. Integration with other software

Lab Content:
   Lab time will be completed in Digital Media Center, where students will apply their learning by demonstrating the design to production phases and integration with appropriate software.

   Students will complete lab exercises and assignments that reinforce the lecture material along with strengthening their skills utilizing the appropriate software.

7. REPRESENTATIVE METHODS OF INSTRUCTION:
   Typical methods of instruction may include:
   A. Lecture
   B. Lab
   C. Critique
   D. Discussion
   E. Guest Speakers
   F. Observation and Demonstration
   G. Other (Specify): A. Lecture/Discussion Encompassing in-class demonstrations & explanations on course topics
   B. Labs Students will demonstrate examples of course topics on lab computers
   C. Reading assignments Students will be given reading assignments to become familiar with the material presented in a corresponding lecture, lab, or quiz.
   D. Project assignments Students will be given a project assignment to demonstrate their knowledge of the software and theory.

8. REPRESENTATIVE ASSIGNMENTS
   Representative assignments in this course may include, but are not limited to the following:
   **Writing Assignments:**
   ● Assignment/Project Proposal Assignment
   ● Reflection Assignment
   ● Mid Term
   ● Final Exam
   **Reading Assignments:**
   ● Required Textbook
   ● Online Resources
   ● Instructor Resources

9. REPRESENTATIVE METHODS OF EVALUATION
   Representative methods of evaluation may include:
   A. Exams/Tests
   B. Group Projects
   C. Homework
   D. Oral Presentation
   E. Papers
   F. Portfolios
   G. Projects
   H. Quizzes
   I. Projects Student will be assigned projects to execute to specifications. Students will be graded on performance of these projects. Quizzes/Mid Term/ Final Exam Students will be tested on their retention of important principles In-class Demonstrations Students will be asked to make presentations and demonstrate course topics

10. REPRESENTATIVE TEXT(S):
   Possible textbooks include:
Origination Date: August 2011
Curriculum Committee Approval Date: February 2015
Effective Term: Fall 2015
Course Originator: Diana Bennett