

COURSE SYLLABUS
Southeast Missouri State University

Department of **Art**

Course No. **AR 418**

Title of Course: **Introduction to Website Design**

Revision _____

New x

I. Catalogue Description and Credit Hours of Course

An introductory course to the basic principles and issues concerning web design and programming. Students will complete a working website that will serve as a self-promotional tool for them in the graphic design/web industry. A professional approach to the discipline of creating well-designed websites will be a key emphasis to the course. 3 Credit Hours.

II. Prerequisite(s)

- A. Graphic Design specialization courses up to and including AR 416 Advanced Graphic Design or AR 408 Graphic Design Studio Problems or consent of the instructor.
- B. A working knowledge of Adobe Photoshop and Adobe Illustrator in a Macintosh or Windows environment is needed.

III. Purposes of the Course

- A. To obtain the basic skills required to effectively create and maintain a working website.
- B. To provide a base knowledge of web site design that is concurrent with the graphic design industry. Emphasis will be placed on design application and the usability of the completed site.
- C. To gain skills needed for building successful future web designs for career development.

IV. Expectations of Students

Each student will be required to produce a finished website by the end of the course. Finished assignments will have due dates that will be as inflexible as those of any web design agency. Therefore, assignments turned in late will receive a reduction of one letter grade for each class period it is late. Students are expected to adhere to the Art Department Studio Participation Policy.

V. Course Outline

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| A. General overview of website design history, development, and its impact on current internet culture. | 2 hours |
| B. Presentation of examples of significant well-designed web sites by contemporary designers. | 2 hours |
| C. Overview of the relevancy of web site design in the graphic design market place and identification of specific marketing skills for web design careers. | 2 hours |
| D. Creation of an actual web site using the following schedule: | |
| 1) Choosing your design and site navigation | 12 hours |
| 2) Charting your site | 12 hours |
| 3) Initial design and layout of your site | 24 hours |
| 4) Rollovers, popups, and javascripting | 12 hours |
| 5) Scripting and completion of your site | 24 hours |
| 6) FINAL CRITIQUE to be given on the last class during finals week | 6 hours |

VI. Textbook/Other Required Materials

- A. *Required:* **GoLive X: The Complete Reference** by James Stadnyck; McGraw Hill Osborne Media
- B. *Recommended:* Manuals for GoLive, Illustrator and/or Photoshop available at bookstores. Also, a collection of books and/or magazines such as Print, How, or Step by Step is always an advantage to any web designer.
- C. *Supplies:* Cost for materials needed for individual projects may run from \$30-60 per semester for ideation materials. Thumb drive (PC)(or Jump Drive) available at most computer stores for around\$50 or less.

VII. Basis for Student Evaluation

- A. Adherence to the Department of Art Studio Participation Policy.

- B. Evaluation will be based on finished project assignments and participation in final critique. Late assignments will receive a grade letter lower for each class period the project is late.

Each assignment will receive two grades that will count 100% of the assignment score:

Grade 1-(50%)

Creative approach to the problem- 25%

Level of meeting the requirements
of the problem- 25%

Grade 2-(50%)

Final Execution of the Project

- C. Final Critique-absence at the critique will result in failing the course.