

Montgomery County Community College
ART 233
Visual Design for the World Wide Web
3-2-2

COURSE DESCRIPTION:

An introduction to visual web design and imaging techniques specific to interactive web based technologies. A broad range of software applications used in building visually dynamic web pages will be employed with an emphasis on applying the fundamental principles of visual design. Industry best practices for information architecture, user experience, user interface and experience design will play a major part in developing critical thinking and problem-solving capabilities. The methods and techniques for creating a successful interactive web presence will be explored challenging the students' imagination while expanding their technical skills to create a website. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

REQUISITES:*Previous Course Requirements*

- ART 148 Graphic Design Applications

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Design web pages applying design principles in practical applications.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews
2. Develop a portfolio of work demonstrating a working knowledge of the perceptual skills and techniques addressed in the studio.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research	Individual and Group Critiques Portfolio Reviews

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s).

Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Basic Web Pages
2. Image File Formats for the Web
3. Creating Graphic Hyperlinks
4. Building Visual Mouse Events
5. Marquee Layers
6. Animated Gifs
7. Flash Animations
8. Preparing Web Pages for Posting

LEARNING MATERIALS:

Complete materials list to be supplied by instructor.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Frank Short	Date: 11/15/1999
Revised by: Frank Short	Date: 4/2001
Revised by: Frank Short	Date: 7/13/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 7/15/2013
Revised by: Frank Short	Date: 2/25/2014
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 3/2014
Revised by: Frank Short	Date: 6/10/2014
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/11/2014
Revised by: Frank Short	Date: 8/7/2017
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 8/7/2017
Revised by: Debbie Dalrymple	Date: 12/17/2017
VPAA/Provost or designee Compliance Verification:	Date: 12/19/2017

A handwritten signature in cursive script, appearing to read "Jul-fus".

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.