

GD 3115 - WEB DESIGN I

Credits: 3

This intermediate course uses the knowledge from GD 3105 - User Prototyping and focuses on taking the principles from traditional graphic design and applying them to the online environment. Students are introduced to site architecture, concept mapping, and digital code. Websites will be tested and used for optimal browser display, information architecture, and user needs. Upon successful completion of this course, students will have gained an understanding of the common challenges of creating and designing interactive media through prototyping, flow charting, pre-production, production, and execution of a final website design.

Prerequisites: GD 3105 - User Prototyping

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Understand the lexicon terms surrounding the modern online environment.	Identifies numerous terms used within the modern online environment.	Identifies terms surrounding the modern online environment.	Identifies some of the terms used within the modern online environment.	Identifies little to none of the terms used within the modern online environment.	GD-4, GD-9, GD-10, GD-11	Design Competence
Analyze basic solutions to the challenges of creating and designing web content.	Identifies numerous solutions to the challenges of creating and designing web content.	Identifies basic solutions to the challenges of creating and designing web content.	Identifies some of the basic solutions to the challenges of creating and designing web content.	Cannot identify basic solutions to the challenges of creating and designing web content.	GD-1, GD-2, GD-3, GD-6, GD-7, GD-8, GD-9, GD-10	Design Competence
Apply a process for the development and implementation of web design.	Provides numerous examples of a process regarding the development and implementation of web design.	Provides examples of a process regarding the development and implementation of web design.	Provides some examples of a process regarding the development and implementation of web design.	Provides little to no examples of a process in the development and implementation of web design.	GD-1, GD-3, GD-5, GD-6, GD-9	Design Competence
Apply basic web based code languages to create and modify digital content.	Understands and leverages various basic web-based code languages such as HTML, CSS, External Font Libraries such as Google and @FontFace, as	Uses basic web-based code languages such as HTML, CSS, External Font Libraries such as Google and @FontFace to create and modify digital	Uses some basic web-based code languages such as HTML, and CSS to create and modify digital content	Uses no basic web-based code languages such as HTML, and CSS to create and modify digital content	GD-1, GD-2, GD-4, GD-5, GD-6, GD-8, GD-9, GD-10	Design Competence