

GD 4210 WEB DESIGN II

Credits: 3

In this senior-level course, students will advance their understanding of the topics learned in GD 3115 Web Design I. Students will use current front-end web technologies including CMS responsive templates and accessibility tools as they relate to graphic design. Upon successful completion of this course, students will combine these skills to create an inclusive website design.

Prerequisites: GD 3115 Web Design I

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Employ a user-centered process to website development, design, and execution.	The student has integrated an elaborate and thorough user-centered process to website development, design, and execution.	The student has employed a user-centered process to website development, design, and execution.	The student has implied a partially complete user-centered process to website development, design, and execution.	The student has failed to employ a user-centered process to website development, design, and execution.	GD-1, GD-2, GD-3, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Identify and apply user research that supports accessibility practices to create an inclusive user experience.	The student has synthesized user research that supports accessibility practices into a highly inclusive and functional user experience.	The student has identified and applied user research that supports accessibility practices to create an inclusive user experience.	The student has suggested user research that partially supports accessibility practices to a somewhat inclusive user experience.	The student has not identified and applied user research that supports accessibility practices to create an inclusive user experience. As a result the website lacks accessibility.	GD-2, GD-3, GD-4, GD-7, GD-9	Cultural Competence, Communication Competence, Critical Thinking
Identify contemporary solutions for creating web content for clients.	The student has articulated highly developed contemporary solutions for creating and designing web content for clients. As a result, the final website and associated process work synthesizes the needs of the client into a fully functioning on brand web experience.	The student has identified contemporary solutions for creating and designing web content for clients. As a result, the final website and associated process work speaks to the needs of the client and their brand.	The student has implied rudimentary solutions for creating and designing web content for clients. As a result, the final website is partially formed or minimally on brand.	The student has failed to identify contemporary solutions for creating and designing web content for clients.	GD-2, GD-3, GD-4, GD-9	Cultural Competence, Communication Competence, Critical Thinking
Demonstrate the use of industry-standard web design tools, including CMS responsive templates and front-end web technologies to create and modify digital content based on user needs.	The student has fully integrated use of state-of-the-art web design tools, including CMS responsive templates and web coding languages to create and modify digital content based on user needs. The design meets professional standards in terms of aesthetics, functionality, and accessibility.	The student has demonstrated use of state-of-the-art web design tools, including CMS responsive templates and web coding languages to create and modify digital content based on user needs.	The student has suggested a developing understanding of state-of-the-art web design tools, including CMS responsive templates and web coding languages to create and modify digital content based on user needs.	The student has not demonstrated use of state-of-the-art web design tools, including CMS responsive templates and web coding languages to create and modify digital content based on user needs.	GD-1, GD-2, GD-3, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Incorporate the role and experience of the customer in a website design.	The student has fully articulated the role of the customer experience as it relates to web design through the use of complex user stories and research. The customer journey is fully accounted for.	The student has identified the role of the customer experience as it relates to web design through research and process work associated with the customer journey.	The student has suggested a developing understanding of the role of the customer experience as it relates to web design.	The student has not identified the role of the customer experience as it relates to web design.	GD-2, GD-3, GD-4, GD-9	Cultural Competence, Communication Competence, Critical Thinking