



Course Number and Title: VSC 262 Web Graphics

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

VSC 115, VSC 160, VSC 210 or concurrent

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course provides an overview of Adobe Dreamweaver as well as planning and implementation of successful website design and construction using hypertext markup language (HTML) and cascading style sheets (CSS) languages. Students develop proficiency in the use of Adobe Dreamweaver along with a continued use of the Adobe Photoshop software through a series of intermediate to advanced level, concept-based projects typical to industry standard.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

Black Matte Board (several sheets)

Rubber Cement

Utility knife or X-ACTO knife and extra blades

8" x 10" hardbound sketchbook

Flash drive

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using the Macintosh platform. (CCC 2, 4, 5, 6; PGC AAD 2; MMD 2; PHI 2)
2. Apply the basic elements and principles of design. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5; MMD 3, 4, 5; PHI 3, 4, 5)
3. Apply project planning, project management, copyright and fair use terms, and teamwork to web design projects. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6; MMD 1, 3, 4, 5, 6; PHI 1, 3, 4, 5, 6)
4. Use Adobe Photoshop software to design and construct websites. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
5. Use Adobe Dreamweaver to create web files using HTML and CSS. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5; MMD 1, 2, 3, 4, 5; PHI 1, 2, 3, 4, 5)
6. Create and manage a website on a live server. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5; MMD 3, 4, 5; PHI 3, 4, 5)
7. Create, present, and defend designs, layouts, and technical merits of work, and use constructive criticism from formal critiques to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6; MMD 2, 3, 4, 5, 6; PHI 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Access, use, and store data using the Macintosh platform.
 1. Use the various operational basics of the Macintosh system.
 2. Create and store files in proper areas.
2. Apply the basic elements and principles of design.
 1. Explain image resolution, image size, and image file format for web, video, and print.
 2. Identify design principles, elements, and image composition.
 3. Define key terminology of digital images.
3. Apply project planning, project management, copyright and fair use terms, and teamwork to web design projects.
 1. Interpret the purpose, audience, and audience needs for preparing images that meet design brief requirements.
 2. Communicate design plans with other members of the design team and clients.
 3. Discuss standard copyright rules for images and image use.
 4. Describe project management tasks and responsibilities.
 5. Create a review and redesign cycle based on feedback.
4. Use Adobe Photoshop software to design and construct websites.
 1. Identify and explain elements of the Photoshop user interface and its functions.
 2. Explain the use of symbols and representative graphics.
 3. Identify key terminology of web and interactive design.
 4. Use design tools in the interface.
 5. Select the appropriate features and options required to manage layout, optimization, and file generation pertaining to web design.
 6. Demonstrate how to work with layers and slices in Adobe Photoshop.
 7. Demonstrate importing, exporting, organizing, and saving digital images.
5. Use Adobe Dreamweaver to create web files using HTML and CSS.
 1. Create, set up, and successfully link web pages.
 2. Create and format interactive web page designs.
 3. Employ HTML and CSS compliant structure standards.
6. Create and manage a website on a live server.
 1. Create HTML files using Adobe Dreamweaver and Adobe Photoshop software.
 2. Create CSS files using Adobe Dreamweaver software.
 3. Demonstrate correct formatting of web image files using Adobe Photoshop software.
 4. Transfer files to a publicly hosted environment.
 5. Employ file organization for live websites.
7. Create, present, and defend designs, layouts, and technical merits of work, and use constructive criticism from formal critiques to make improvements.
 1. Mount, matte, or otherwise display work for presentation.
 2. Present design in a formal critique.
 3. Incorporate constructive criticism to make improvements.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design and interactive graphics into cohesive problem solving techniques for interactive/web assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize components of media delivery solutions into cohesive presentations that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.