

NEW COURSE PROPOSAL

PROGRAM AREA _____

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

ART 324 COMMUNICATION DESIGN TECHNOLOGY: WEB DESIGN (3-3)

Six hours laboratory per week

Prerequisite: ART 204, 205.

Studio Projects investigate artistic techniques and digital applications leading to the design and implementation of Websites. The course explores factors that affect Web layout and design, such as browser, screen resolution, navigation, connection speed, typography, graphics, and color. An introduction to basic HTML will also be covered.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	_____	_____	_____
Laboratory	3	2	20
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

Justification

This course fulfills three (of eighteen) units of required upper division studio art course for the Art Major in the studio art option.

This course provides students the opportunity to explore artistic processes and digital technologies involved in the design and production of websites and digital graphics for the internet. It will also serve to complement numerous courses currently offered within the Art Program. (i.e. Multimedia, and Digital Media Art). As a result of rapidly developing art technology and its increased use in the creation of Websites, there is a clear demand for a course focusing on specific artistic methods utilized in conceptual development and technical methods employed in this complex process. This union of art and technology has resulted in the demand for visual artists, versatile in traditional artistic methods, proficient in current art technology and capable of conceptualizing complex ideas needed to integrate art into evolving digital technology. Work in a studio art course of this nature is created through complicated experimentation involving evolving artistic concept and technique. For this reason, it is necessary that this course to be repeatable for an additional three units, allowing students time to resolve complex technical problems and create projects of greater artistic scope and scale.

Learning Objectives

Through studio projects involving technical demonstrations, artistic exercises, class discussions, field trips to museums and galleries, project presentations and class critiques, students will:

- Develop projects that explore the use of traditional artistic methods and digital art technology in the production of Websites..
- Articulate, verbally and in written form, their conscious intentions and coherent aesthetics in relationship to projects they produce.
- Develop a personal artistic/symbolic language expressed through the artistic process.
- Demonstrate proficiency working with emerging digital technology in the development of Websites.
- Produce group projects involving collaborative team assignments.
- Demonstrate methods and processes utilized in refinement of artistic ideas and technical issues.
- Participate in the critical evaluation process of peer projects.
- Develop artistic skills leading toward professional practice in the arts.
- Produce and upload Websites.
- Develop a Web-based personal portfolio of projects created in the course.

4. Is this a General Education Course YES **NO**
 If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

ART 324 Communication Design Technology: Web Design(3-3)

I. Introduction to Design for the Web

- A. Web vs. Print Design
- B. Communicating Visually
- C. Concept -- The Site Plan
- D. Dynamics -- Interface and Navigation
- E. Appearance -- Page Design
- F. HTML Basics
- G. Web Authoring Software
- H. The Document Window
- I. Toolbars and Palettes
- J. Menu Bar
- K. View Page Modes
- M. Object and Link Editors

II. Design Meets Communication

- A. Basic Web page

- B. Header
- C. Body
- D. Footer
- E. Formatting Text
- F. Color
- G. Graphic Images and Icons
- H. Tables
- I. Links

III. Design Principles for the Web

- A. Web Page Constraints
- B. Designing for a Computer Screen
- C. Page Templates
- D. Using Tables for Page Layout
- E. Page Layout
- F. Consistency of Design
- G. Contrast
- H. Focal Point

IV. Website Planning and Navigation

- A. Site Plan
- B. Website Strategy
- C. Flow Charts
- D. Web vs. Print Content
- E. Organizing Content
- F. Navigation
- G. Browsers and Platforms
- H. Navigation System
- I. Graphic Identity

V. Text and Typography in Design

- A. Readability and Legibility
- B. Selecting Fonts
- C. Serif vs. San-Serif Fonts
- D. Creating Typographic Impact
- E. Formatting Text
- F. Formatting in HTML
- G. Formatting with Tables
- H. Horizontal and Vertical Control
- I. Graphical Text

VI Color and Graphics

- A. Color Models
- B. CMYK Color
- C. RGB Color
- D. Indexed Color
- E. Browser-Safe Colors
- F. Graphics in Web Design
- G. Clip Art
- H. Downloading Graphics

- I. GIF and JPEG file Formats
- J. Compression Basics

VII. Multimedia for the web

- A. Pictures
- B. Sound
- C. Music
- D. Video
- E. Animation
- F. Text
- G. GIF Animation

VIII. Advanced Web Design

- A. Image Maps
- B. Splitting a Large Graphic
- C. Background Graphics
- D. Pattern Tiles
- E. Advanced Tables
- F. Advanced Typography
- G. Designing Forms

IX. Uploading your Site to the Web

- A. File Transfer Procedure (FTP)
- B. Fetch

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]

Niederst, Jennifer & Koman, Richard. *Learning Web Design: HTML, Graphics, and Beyond*, Los Angeles: O'Reilly & Associates, 2001
Fleming, J. *Web navigation: Designing the user experience*, California: O'Reilly & Associates, 1999
Johnson, S. *Interface Culture*, New York: Basic Books. 1999
Lynch, P.J., and Horton, S. (1999). *Web style guide: basic design principles for creating web sites*. New Haven: Yale University Press.
Nielsen, J. *Designing Web Usability*. Indianapolis:New Riders Publishing, 2000
Rosenfeld, Louis and Morvill, P. *Web design in a nutshell*, California: O'Reilly & Associates, 2000
Steuer, Sharon & Monroy, Bert. *Creative Thinking, A new approach to Digital Art*, New York: New Riders Publishing, 2002

7. List Faculty Qualified to Teach This Course.

- Jack Reilly, MFA, Professor of Fine Arts

8. Frequency.

a. Projected semesters to be offered: Fall ___x___ Spring ___x___ Summer _____

9. New Resources Required.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

• No new resources will be required to offer this course. This course will be offered in the CSUCI Art Complex building state-of-the-art computer lab, equipped with the latest Web design software. Existing equipment and facilities are currently adequate to support the implementation of this course.

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Jack Reilly, Professor of Art

12-8-02

Proposer of Course

Date