RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

ARTS 274: Visual Design For The Web

I. Basic Course Information

    A. Course Number and Title: **ARTS-274 Visual Design For The Web**

    B. New or Modified Course: modified

    C. Date of Proposal: Semester: Spring   Year: 2015

    D. Effective Term: Spring 2016

    E. Sponsoring Department: Visual and Performing Arts

    F. Semester Credit Hours: 3

    G. Weekly Contact Hours: 4   Lecture: 2
                                                  Laboratory: 2

    H. Prerequisites: *ARTS-246 Visual Design I*

    I. Laboratory Fees: yes

    J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Co-Chairs: Donna Stackhouse x8298, Dennis Russo x8391

II. Catalog Description

Prerequisite: ARTS-246 Visual Design I
This course covers the concepts and techniques of art making for the world wide web and other interactive media environments. Students will create original web sites with attention to design fundamentals such as color, typography, imagery and composition. Students will also be introduced to content management systems, streaming media, sound and video for the web and designing for social platforms. Students will purchase some art supplies.

III. Statement of Course Need

    A. Visual Design For The Web develops a student's ability to design in web based and other interactive environments.   It continues an emphasis on good art and design skills while addressing the challenges of creating user driven environments and social platforms. This

course also addresses the critical and ethical concerns regarding the production and consumption of global media.

B. This course has a lab component. It is a studio art course and requires students to use special facilities such as a computer lab, studio areas, and to use artistic materials under the guidance of the instructor or lab technician.

C. This course generally transfers as an elective Studio Art Course in design and visual communications program requirements. Visual Design For The Web is a requirement for any four-year design program.

IV. Place of Course in College Curriculum

A. Free Elective
B. This course meets a program requirement for the A.F.A. Visual Communications degree.
C. This course serves as an advanced studio elective in the A.F.A.Visual Art degree.
D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

A. History and Theory
 1. History of the internet
 2. History of the world wide web
 3. Local and global network architecture structures
 4. Synchronous vs. asynchronous communication
 5. Hypertext theory
 6. Theories of interaction
 7. Screen content and context vs. print content and context
 8. Ethical concerns in global interactive media
 9. Social media and new web platforms
 10. Non web interactive structures (kiosks, video games)

B. Design Process
 1. Research
 2. Brainstorming
 3. Storyboard and layout sketches
 4. Creation of web graphics and media
 5. Formatting media for the web
 6. Integrating media for web environments
 7. Present a working web based project

C. Project Media

1. Traditional materials (pencils, pen, tracing paper, drawing paper, markers)
2. Original photographs
3. Industry standard vector graphics software (i.e. Illustrator)
4. Industry standard bitmap image software (i.e. Photoshop)
5. Industry standard web development software (i.e. Dreamweaver)
7. Web Images
8. Multimedia (including streaming, time based design)
9. Contemporary content management systems (i.e. Wordpress)
10. Code based environments (i.e. HTML, CSS)
11. Media designed for social network platforms

D. Project Concepts
    1. Basic Webpage
        a. Research and creation of a layout
        b. Create a storyboard
        c. Create/photograph image content
        d. Write original content
        e. Use of industry standard vector and bitmap software
            i. Proper web image formatting and file type
        f. Use of industry standard web design software
            i. Format text for the web
            ii. Integrate text and images into multiple web pages
            iii. Create coherent link interactions
        g. Refine interface function and graphics
    2. Abstract – interactive environment web site
        a. Research examples of interactive media
            i. Web and net Art
            ii. Interactive installation
            iii. Video Games
            iv. Hypertext fiction
        b. Examine non traditional, narrative media navigation
        c   Design a non commercial, narrative web site
        d. Project Plan and refine the site through critique
        e. Use industry standard imaging and web design software
    3. Business Website
        a. Research contemporary business websites
        b. Evaluate example site efficiency and establish success criteria
            i. Examine successful websites
            ii. Examine unsuccessful websites
        c. Use an existing successful website as a basis for an original project
        d. Create a business identity and mock up product line
        e. Learn and implement advanced media
            i. Interactive images (roll overs)
            ii.Introductory level Javascript (lightboxes, etc…)
            iii. Spry and other interactive menus (Dropdown, accordion menus)

f. Implement the design with industry standard graphics and layout software

g. Develop and implement a social media campaign

    i. Create social network ready graphics

    ii. Make a social network page and account for the business

4. Portfolio Project

a. Students will develop a portfolio website

    i. Their own artwork (or)

    ii. A real world business/organization

b. Project Planning

    i. Research existing contemporary examples as reference

    ii. Implement sketches, storyboard and all pre production

    iii. Learn about and apply non HTML solutions (CSS, CMS Templates, etc…)

c. Develop or collect materials

    i. Select or create applicable images

    ii. Make editing decisions of content

d. Establish an identity for the artist-project including URL, logo, etc.

e. Create a coherent and applicable navigation structure

f. Design any additional media (video, animation) to compliment content

g. Create a and promote social media brand for the website

h. Use industry standard software to develop website and materials

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:
At the completion of the course, students will be able to:

1. Apply appropriate technological tools to design projects. (GE-NJ 4,6 *)
2. Students will identify and illustrate critical web art trends and influences from historical, cultural and social perspectives. (GE-NJ 1,6)
3. Demonstrate the application of analysis and problem solving to achieve design solutions. (GE-NJ 4, *)

B. Course Learning Outcomes:
At the completion of the course, students will be able to:
1. Produce artwork that demonstrates design for the web.
2. Understand the history of and trends in electronic and interactive media.

C. Assessment Instruments:
1. Art projects
2. Exams
3. Essays

*Embedded critical thinking

VII. Grade Determinants

    A. Art Projects
    B. Essays
    C. Exams
    D. Presentations
    E. Portfolio Presentation

Primary Formats, Modes and Methods for Teaching

    A. Art work
    B. Lecture
    C. Technical Demonstration
    D. Technical Exercises
    E. Individual and Group Critique
    F. Written Responses
    H. Student Presentations

VIII. Texts and Materials

    A. Instructor provided and student researched websites
    B. Printed or electronic handouts
    C. Design related blogs and websites
    D. Digital image examples
    E. The Lion's Den
    F. YouTube, Adobe.com, and other streaming video tutorials
    G. Recommended texts such as Peach Pit Press, *Dreamweaver CC: Visual QuickStart Guide*, Tom Negrino and Dori Smith ISBN-13: 978-0321929518

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

    A. Computer Lab with industry standard hardware and design software (latest versions)
    B. Digital projector with high resolution imaging capabilities
    C. Scanner
    D. Printers (Black&White and color)
    E. Access to a large format color printer
    F. Studio with drawing surfaces and mounting facilities
    G. Media Player (DVD/Video software)