CGA 219 Web Design SYLLABUS
LECTURE HOURS/LAB HOURS/CREDITS: 2/2/3

CATALOG DESCRIPTION:
Prerequisite: CGA 103 and CGA 212
This course introduces students to the concepts and practice of creating web pages using a web design software tool. Students will understand the basic concepts of web design including navigation, links, graphics and web site structures.

TEXTBOOK AND COURSE MATERIALS
It is the **responsibility of the student** to confirm with the bookstore and/or their instructor the textbook, handbook and other materials required for their specific course and section.

Please see current textbook prices at: rcgc.bncollege.com

EVALUATION AND ASSESSMENT

Grading Distribution

Individual instructors may include the following assessment(s):	
• Exams • Quizzes • Labs • Projects • Class Discussions • Written Assignments • Attendance and Participation	Grading to be determined by individual instructors

Grading Scale Example
The grading scale for each course and section will be determined by the instructor and distributed the first day of class.

ROWAN COLLEGE CORE COMPETENCIES
(Revised 2014)

The list reflects the *core* competencies that are essential for all RCGC graduates, but does not include *all* competencies that our graduates should possess. Critical thinking is embedded in all courses.

Written and Oral Communication
Students will communicate effectively in both speech and writing.

Quantitative Knowledge and Skills
Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

Scientific Knowledge and Reasoning
Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.

Technological Competency
Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Society and Human Behavior
Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Humanistic Perspective
Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Historical Perspective
Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Global and Cultural Awareness
Students will understand the importance of a global perspective and culturally diverse peoples.

Ethical Reasoning and Action
Students will understand ethical issues and situations.

Information Literacy
Students will address an information need by locating, evaluating, and effectively using information

(Based on the NJCC General Education Foundation - August 15, 2007; Revised 2014)

COURSE CODE CORE COMPETENCIES
This course focuses on 2 of RCGC's Core Competencies:

- Humanistic Perspective
- Technological Competency

STUDENT LEARNING OUTCOMES: CGA 219 Web Design

CGA 219 students will:	RCGC Core Competency	Evaluation/Assessment
Understand of the basic fundamentals terminology and techniques of web design.	Technological Competency	
demonstrate a base knowledge of the Web Design terminology and common layout tools	Technological Competency	Project Rubric Self-Evaluation of student work
Demonstrate a basic proficiency with Adobe Muse and Dream Weaver to create basic print design products for various print media	Technological Competency	Project Rubric
suse images and illustrations in web designs	Technological Competency	Project Rubric Self-Evaluation of student work
Apply the Principles of Design and Type to web designs	Humanistic Perspective	Project Rubric Self-Evaluation of student work
Understand and apply industry standard planning tools for web design	Humanistic Perspective	Project Rubric Self-Evaluation of student work

Topical Outline

HTML/Web Design

What are the unique issues when designing for the Web?

Understanding HTML as the foundation of Web Design

Web Graphics

What are the file formats used on the web?

What are the color models used when designing for the web

Interface Design principles

What are Screen Interface Principles of Designs and how to apply them

What is different when designing for the web verses print?

What is the Web production cycle?

Understand the steps in the web production cycle

How does this differ from the general graphic design production cycle?

What are the Tools used in Web Design?

      Tools to create web pages and sites

      How do you use Adobe Photoshop, Fireworks and Illustrator to create a web graphics and web sites?

Getting your Site Live on the web

      How to register a domain name

      How and where to purchase web server space for a web site

Legal and Ethical Issues

      What are the ethical issues regarding creating a web site

      What are the legal issues regarding creating a web site