Virginia Western Community College
ART 116
Design for the Web I

Prerequisites
None

Course Description
Introduces the basic elements of web page design: typography, imagery, and color, and examines how they are combined to create effective layouts. Teaches organization of materials, sketching and concept development, site planning and various methods of construction.

Semester Credits: 3   **Lecture Hours: 2**   **Studio Instruction: 2**

Required Materials

Textbook:
Duckett., HTML and CSS: Design & Build Websites. Wiley & Sons Publishing. ISBN: 978-1-118-00818-8.

Other Required Materials:
None

Course Outcomes

At the completion of this course, the student should be able to:
- Apply the basic principles and foundations of web design, including typography, imagery, and color
- Distinguish how the principles and foundations when combined create effective layouts
- Apply the principles of design when creating a web site
- Utilize the industry standard software in creating web sites
- Establish organizational skills for material, concepts and planning of web designs
- Develop ideas into functioning designs
- Use basic coding
- Apply basic principles of html structure to web sites
- Compare and contrast effective and ineffective designs
- Create graphics that will function in a web design
- Create and implementation a functioning web site

Major Topics to be Included

- Using industry standard software for design and implementation of web sites
- Layout and design of a web page
- Construction of a web page/web site
- Considering browser limitations
- Typography as applied to web page design; how it differs from/relates to design for print
- Effective use of images
- Effective use of color
- Storyboard development

Notes to Instructors