MERCER
COUNTY COMMUNITY COLLEGE
COURSE OUTLINE

Course Number **DMA 245**	**Course Title** **Web Design II**	**Credits** **3**
Hours: **Lecture/Lab/Other** 1 / 4 / 0	**Co- or Pre-requisite** DMA 145 with a minimum grade of C	**Implementation** Spring 2022

Catalog description:

This course utilizes intermediate to advanced web design concepts with an emphasis on UI Design. Students will design and develop websites utilizing professional software, identify target audiences based on client needs, produce websites according to accessibility standards, manage digital assets online, build website components, and work in a team-based environment.

General Education Category:
Not GenEd

Course coordinator:

Mauro Zamora, ext. 3340, zamoram@mccc.edu

Required texts & Other materials:

Sketch book with gridded lines (any-size)

Open online resources
Mozilla MDN Web Docs - https://developer.mozilla.org/en-US/
W3School – World Wide Web School website - https://www.w3schools.com
W3C - World Wide Web Consortium website - https://www.w3.org
NN/g Nielson Norman Group Website - https://www.nngroup.com
Industry Articles and research

Free Online image and icon databases
Pexels – free stock photography website – https://www.pexels.com
Unsplash – free stock photography website – https://unsplash.com
Icon Icon – free icon libraries – https://icon-icons.com
Additional open online resources

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Carry out and explain visual research, based on client briefs with an emphasis on recent design trends, accessibility, visual storytelling, and impact. [Supports ILG # 1, 6, 8, 10, 11; PLO # 2, 3, 4, 5, 7, 8]

2. Design user interface layouts for desktop, and mobile applications, web applications with an emphasis on responsive design, accessibility, and cultural diversity. [Supports ILG # 4, 8, 11; PLO # 1, 2, 3, 4, 5, 6]

3. Manipulate various file types such as, jpeg png, and gif image files, scalable vector graphics, and video files [Supports ILG # 4, 11; PLO # 1, 2, 3, 4]

4. Develop copy and micro copy for websites [Supports ILG # 1, 10, 11; PLO # 6]

5. Develop code for responsive websites using professional text editor utilizing HTML, CSS, and JavaScript [Supports ILG # 1, 4, 11; PLO # 4, 5, 7, 8]

6. Discuss and give constructive criticism to their peers on web design, application UI design [Supports ILG # 1, 6, 8, 11; PLO # 6]

7. Present and pitch their design ideas and completed projects to their peers [Supports ILG # 1; PLO # 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Digital Media Arts (PLO)

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.

2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.

3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.

4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.

5. Use professional 3-D modeling, animation, prototyping, or text editor software applications.

6. Develop and present ideas in both written and oral formats.

7. Use professional software applications to design websites with accessible design and content.

8. Use design principles to develop websites that communicate effectively.

9. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I   **Front-End Design Review** [Supports Course SLO # 3,4,5]
Learning Objectives
- Carry out research based on client briefs
- Pitch and explain ideas based on client briefs
- Design and styles and brand identity assets deliverables based on client briefs
- Demonstrate a basic understanding of visual hierarchy in layout design
- Demonstrate understanding of basic drawing tools in Adobe software (Illustrator, XD)
- Demonstrate basic prototyping skills in Adobe XD

Unit II Front-End Development Review [Supports Course SLO # 1,2,3,4,5]
Learning Objectives
- Design a wireframe and mock-up for a responsive website using Adobe XD, Illustrator and Photoshop
- Create animated gifs to be used in website projects
- Demonstrate familiarity of basic web-development processes
- Code a responsive website with HTML, CSS, and JavaScript as needed
- Debug and test website using browser developer tools

Unit III UI Design/Prototyping [Supports Course SLO # 1,2,3,4]
Learning Objectives
- Research and design a mobile application UI based on client brief
- Create styles for mobile application UI based on research
- Create digital assets and components utilizing Adobe XD, Illustrator and Photoshop
- Design mobile application experience through prototyping process
- Discuss and critique user experience and aesthetic aspects of mobile UI design

Unit IV Advanced Design Methodologies: Design Systems & Teamwork [Supports Course SLO # 1,2,3,4,6,7]
Learning Objectives
- Work in teams to analyze and define design problems to be corrected in website redesign
- Pitch design ideas that can be used by the team on the website redesign project
- Work in teams to create a design system to be utilized on a website redesign project
- Create shared cloud-based team documents usable by various team members simultaneously via Adobe creative cloud and Git hub
- Create and share Adobe creative cloud libraries for web design assets such as images, scalable vector graphics, and animated gif files
- Work in teams to create website design layout via Adobe XD utilizing shared team documents
- Create portions of website design, components, and prototype utilizing Adobe creative cloud shared assets and documents and Adobe XD

Evaluation of student learning:

Achievement of the course objectives will be evaluated using the following tools:
- Student participation in individual, group discussions and class critiques utilizing the definitions and terminology used in the design industry.
- Quality of design deliverables to meet client needs that work within an established design language or system.
- Quality of website code.
- Pitch presentation of Mobile UI application design.
- Student participation in team scenario, working with team members, contributing to the workflow, meeting team deadlines and ability to work with an established design language.

Grading

Class discussion and Class critiques	10%
Design Deliverables	15%
Code	5%
Group Project Participation	5%
Presentation	5%
Project 1: Website design and code	15%

Project 2: Mobile UI design	20%
Project 3: Website Redesign	25%
Total Possible Grade	100%