

Las Positas College

VCOM 62/162 - ADVANCED WEB DESIGN

VCOM 62 CRN :: 21781

VCOM 162 CRN :: 21782

Mondays 11 AM - 12:50PM :: 1 PM - 4:50PM

Travis James Musser - *Instructor*

tmusser@laspositascollege.edu

Class URL

classes.lpcdesignshop.com/vcom62

Catalog Description

VCOM 62/162 Website And Multimedia Production - 3 units

Technical and design skills intermediate through advanced-level course in the creation of web sites including: user interface considerations, and Cascading Style Sheets techniques. Emphasis placed on functional, logical, attractive, accessible and appropriate web site design for the client and end-user. Including intermediate through advanced-level techniques and tools required to format text, create animations and other content for the web. Programs covered are the latest versions of Dreamweaver and Flash. Course includes minimum of one project contracted through The Design Shop - the Visual Communications Program business that mirrors an industry-standard creative design agency. Design Shop client attends class to participate in briefings, Q&A, presentations, feedback/critique sessions.

Prerequisites & Recommended Skills

Prerequisites

Visual Communications 55 (completed with a grade of "C" or higher) - *Visual Communications 55 may be taken concurrently.*

Recommended Skills

- » Use Dreamweaver tools and interface at the basic level to generate simple websites of approximately 5-10 pages using CSS including launch Dreamweaver, navigate and customize interface, use tools available on toolbars and palettes, and apply commands by means of menus and keyboard shortcuts
- » Organize multiple web pages according to a clear, hierarchical, easily navigable structure
- » Use Creative Suite software to design site and page concepts with varied visual designs; using appropriate design principles in the creation of attractive and easily useable web pages

- » Identify and understand source code at the most basic level
- » Upload, manage, maintain and revise a basic web site
- » Test pages across platforms and browsers, and revise them as necessary for increased compatibility

Expected outcomes for students

Skills developed

- » Demonstrate increased originality and creative abilities in multimedia design
- » Demonstrate increased technical and design skill development when using Dreamweaver or Golive tools and interface to generate websites
- » Advanced-level skill in preparation, management, storage and retrieval of data and associated files
- » Increased ability in web page composition, story boarding, planning and design techniques, and usability issues
- » Increased skill development to organize multiple web pages according to a clear, hierarchical, easily navigable structure;
- » Increased technical and design skill development using Creative Suite software to create site and page concepts with varied visual designs; using appropriate design principles in the creation of attractive and easily useable web pages;
- » Increased ability to arrive at solutions of practical problems in layout, design and prototype manipulation of web pages/sites;
- » Increased understanding of source code;
- » Increased skill development using Cascading Style Sheets to control text and object formatting and placement;
- » Ability to enhance web pages with Flash animation or movies;
- » Increased skill development in managing, maintaining and revising web sites;
- » Increased technical skill development to test pages across platforms and browsers, and revise them as necessary for compatibility;
- » Articulate a greater understanding of the position of designer/visual communicator, particularly as related to web design;
- » Participate in client presentations at the professional-level including an ability to discuss objectives, research, conceptual process and strategies, and participate in critique and feedback sessions using industry-standard terminology;
- » Complete a project from concept to conclusion, to deadline, and to client's stated criteria, with disciplined control and craftsmanship, individually and in a team.

8. BACK UP YOUR WORK! There are Cd's, flash drives, and the VCOM server to back up your work; Computer failure or file corruption is not accepted as an excuse.

Office Hours

I will be available outside standard class hours in and outside of the studio to help with any questions or difficulties. Since I am also the VCOM Instructional Assistant, when scheduled for VCOM 62 lab time, preference goes to students in this class. Please email me to schedule a different time if needed.

Equipment/Facilities

You are expected to obey copyright laws. The department provides a full complement of Power Macintoshes and PCs. There is one flatbed scanning station which allows scanning of flat art up to 300dpi X 600dpi with interpolated resolutions of 4800dpi.

Supplies

You are required to purchase

- » Removable flash drive (at least 1 gb) for saving files
- » CD/DVDs for turning in files

Textbooks

I recommend that you purchase books from the LPC bookstore because they donate money to all LPC programs, including ours. IF you choose to purchase your books elsewhere, that of course is your decision. Prices are provided for information only.

Recommended Text

Bulletproof Web Design

By Dan Cederholm / ISBN-13: 978-0321346933

Prices (New)

26.39 - Amazon

39.99 - Barnes and Noble

Prices (Used)

10.34 - Amazon

17.09 - Barnes and Noble

Optional/Recommended Text

The Ultimate CSS Reference

By Tommy Olsson / ISBN-13: 978-0980285857

Prices (New)

29.67 - Amazon

44.95 - Barnes and Noble

Prices (Used)

25.14 - Amazon

25.45 - Barnes and Noble

CSS Web Site Design Hands-On Training

By Eric Meyer / ISBN-13: 9780321293916

Prices (New)

31.49 - Amazon

49.99 - Barnes and Noble

Prices (Used)

26.99 - Amazon

30.29 - Barnes and Noble

Student Requirements/Responsibilities

Attendance is mandatory. Attendance means arriving on time and staying for the whole class meeting. This course requires that you be present, and participate in, every class session.

Grading

Your Grade will be based upon the following:

Weekly homework assignments, projects, participation, attendance, creativity/originality, clarity, effort/progress, design and layout, meeting deadlines (**reminder: computer failure or file corruption is not accepted as an excuse**), meeting specific assignment objectives, Asking questions with **enough time to complete the assignment/project**, Observed professionalism, and All of the above syllabi items.

100-89.9% = A

89.8-79.9% = B

79.8-69.9% = C

69.8-59.9% = D

59.9% and lower = F

Course Activities

Course Goal:

In a real-world assignment, your task is to design a web site furthering your client's message. The completed work will be to the client's specifications. You will see the site through to the end. You may be asked to work in a team or on your own, depending upon the project.

To develop the following process while working with a client:

1. Know your target audience. Be sure to choose appropriate colors, type and format.
2. Interview your client to get acceptable text/information and "feel" for the project, if appropriate. In some cases, the Creative Director or Project Manager will provide you with the client's direction.
3. Research ISP host management, get quotes, etc.
4. Render illustrations and provide digital images to complement the client-provided text. Obtain client approval.

5. Design, a minimum of, 3 draft versions of home page layout for initial client approval, and after approval, 2-3 possible sub pages.
6. Upon receiving go-ahead to a version, create draft site architecture and layout templates for approval.
7. Present draft site(s) in class for critique.
8. Present draft site(s) with hosting and associated cost quotes to client.
9. Obtain feedback from client, relevant focus groups, and create final site.
10. Obtain written approval from client for going online.
11. Working with client approval, upload site.
12. Turn in all work in final folders to instructor on CD/DVD.
13. Your grade will reflect your overall presentation and your professionalism in presenting your completed work.

For More Advanced Students

Please see me if you already have the knowledge and/or skills listed above.