JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Web Design and Animation

Course Abbreviation and Number: ART 2730   **Credit Hours:** 3   **Course Type:** Lecture/Lab

Course Description: This studio production course is designed to advance the image creation skills and knowledge gained in the foundation media arts course, ART 1730: Introduction to Computer Art and Design. Students will create websites and 2-D animation using the industry standard software Flash and Dreamweaver. The course emphasizes understanding the needs of the audience as the motivation for creating effective web design and making appropriate aesthetic choices in designing those sites.

Prerequisite: ART 1730.

Student Learning Outcomes:
  Students who demonstrate understanding can:
1. Demonstrate Adobe Dreamweaver CS3 and Macromedia Flash
2. Develop ideas and concepts through research and experimentation
3. Discuss specific web design terms and techniques
4. Analyze existing websites to determine how to meet the needs of the target audience, what is aesthetically pleasing, and the difference between good and bad web design
5. Demonstrate how to layout content in an aesthetic manner
6. Discuss the design process of one's own work and to make suggestions to help others improve upon their work
7. Develop a working website that can be presented to a worldwide audience
8. Utilize CSS (cascading style sheets) as internal and external formatting for a website
9. Describe the basics of managing and publishing a site
10. Describe the importance of scheduling time and adhering to deadlines

Topics Covered:
- Basic Concepts, creating a site folder, the Dreamweaver workspace, document window, and browser setup. Photoshop and Illustrator review
- Concept, idea, inspiration, and research development
- working with text, fonts, structural vs, style formatting
- Working with images, adding, aligning, use of smart objects, and background images,
- Web page project with specific given theme: page layout

Information for Students
- Expectations of Students
  - Civility Statement
  - Student Responsibility Statement
  - Academic Integrity Statement
- Accessibility Services
  Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- Get Help: JCC & Community Resources
- Emergency Closing Procedures
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0

- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Fall 2021
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