San Bernardino Valley College
Curriculum Approved: December 8, 2003
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I. CATALOG DESCRIPTION

Department Information
Division: Humanities
Department: Art
Course ID: ART 185
Course Title: Beginning Web and Multimedia Design
Units: 3
Lecture: 2
Laboratory: 3
Prerequisite: None
Departmental Advisory: ART 148

Catalog and Schedule Description: Focus on elements of Web page and CD-ROM production. The course will emphasize preparing material and designing for interactive projects. Practical and theoretical understanding of problems relating to digital technologies will be stressed.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of the course, the student will be able to:
A. Construct proper visual images to illustrate subject matter.
B. Analyze material for a flow-chart.
C. Demonstrate the ability to optimize images for inclusion in a web site.
D. Construct relationships images and text.
E. Distinguish and use the elements of design for the layout of visual
   material so that their work produces logical, understandable
   and emotionally compelling messages.
F. Construct basic interactive connections between blocks of subject matter.
G. Compose a multimedia site consisting of still images.
H. Identify and use hyperlinks.

IV. CONTENT:

A. Principles of panel design for an interactive project
    1. Image creation and formats
    2. Text creation and formats
    3. Information considerations for panels
B. Basic software for multimedia:
C. Composing images and other graphics
D. Acquiring images
    1. Flat bed scanners
    2. Slide/film scanners
    3. Digital cameras
E. Use of optimizing software
    1. PhotoShop basics
    2. ImageReady basics
F. Using text in web sites
    1. From word processing applications
    2. Enter text directly in web pages
    3. Converting text into an image
G. The principles of linking content
H. Linking web site elements
J. Checking for errors.
K. Resolving site errors.

V. METHODS OF INSTRUCTION:
   A. Computer demonstrations
   B. Individual assistance
   C. Lectures
   D. Customized intranet tutorials
   E. Textbook assignments
   F. Supervised projects

VI. TYPICAL ASSIGNMENTS:
Two examples of individual assisted, supervised projects.
   A. Scan 4 images into PhotoShop.
      1. Optimize the images for use on a CD project
      2. Optimize the images for use on a Web page
   B. You will be given material such as six mythical figures and
      text descriptions
      1. Print proof sheets and text material
      2. Analyze material and draw a flow chart targeting the selected
         materials on to separate panels.
      3. Construct 6 panels using GoLive project construction and site management tools.
      4. Refine your flow chart indicating a linking and navigating scheme.
      5. Link and check your site for errors.
      6. Mount site to intranet server for testing.
      7. Keep a sketchbook diagramming your images, panels and various linking schemes.

VII. EVALUATION
   A. Methods of evaluation
      1. Written test and skills test. Typical test questions:
         a. Why do you want to reduce the memory size of your graphics?
         b. If you had an image that was 80K in 256 colors, at 72dpi,
            how could you reduce it to 40k?
      2. Subjective evaluation: Completion of 4 projects.
         Projects will be accompanied by creative material such as
         low resolution clips, and rough layouts used to complete the project.
         Projects will be evaluated on the following criteria.
         a. Originality of the concept
         b. The clarity of the organization
         c. Steps executed to complete the project
         d. Success in achieving the original idea
         e. Complexity of the work attempted
   B. Frequency of evaluation
      1. Two tests
         a. Mid-term written exam
         b. Final test
      2. Completion of 4 projects
         5 weeks will be allowed for each project.

VIII. TYPICAL TEXT(S):
   A. Lynda Weinman: Designing Web Graphics 3, IN:New Riders 1999
   B. Shelly Brisbin, Adobe GoLive 5 for Macintosh and Windows, CA: PeachPit, 2001
   C. Tay Vaughan, MultiMedia: Making It Work, 3rd ed McGraw Hill<NY 1999

IX. OTHER SUPPLIES REQUIRED OF STUDENTS:
   Blank Zip disks, blank CD-R disks.