

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Web Page Design
Course number	ITCS3401
Faculty	
Department	
Course type	Major Needs
Course level	3
Credit hours (theoretical)	4
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

- 1 - Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
- 2 - Effectively communicate an understanding of design concepts, processes, and techniques using the "language" of design.
- 3 - Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, page composition, interface design, sound, motion, and interactivity.
- 4 - Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * learn and apply the concepts of design and creation for web design * develop a concept, and successfully design and produce a functional website project using web design software — specifically WordPress, * acquire knowledge of the creative uses of web site and interface design through analysis and critique of existing web-based design, and the creation of original web-based visual communication designs * acquire skills in the use of the tools and techniques available in a web design software program — WordPress, so as to be able to and create original, visually engaging, and functional web site designs from concept, through storyboard, to finished design * demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects
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Course Contents

- 1 - What is web design
- 2 - Design issues in web page design
- 3 - Web design process
- 4 - Visual Design
- 5 - Interface and interaction
- 6 - Learning WordPress
- 7 - Updating a website
- 8 - Graphics software for creating web page images and graphics
- 9 - Copyright laws and how they apply to art and design
- 10 - Portfolio presentation

Books and References

Essential books	Visual Quick Start Guide—WordPress, PeachPit Press
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