

ARIZONA WESTERN COLLEGE
SYLLABUS

GRA 120 WEB PAGE GRAPHICS DESIGN

Credit Hours: 4 Lec 3 Lab 2

PREREQUISITES: None

COURSE DESCRIPTION

Introduction to software and hardware tools used in web page construction. Emphasis is placed on visual design techniques, ease of use, the planning process, and interactivity.

1. COURSE GOAL

Provides knowledge of professional web page design tools, skills being sought by employers in this growing field, and a broader view of the diverse types of media being used in web based communications.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 use correct color gamut choices in constructing a web page.
- 2.2 outline the basics hardware and software technologies that allow the web to work.
- 2.3 design for multiple platforms and monitor size display.
- 2.4 utilize different browser software.
- 2.5 be able to explain how different languages like HTML, JavaScript, Java and Active X influence design.
- 2.6 create raster images in programs like Photoshop and Image Ready.
- 2.7 apply solid aesthetic theory to creating accessible and attractive graphics.
- 2.8 utilize a WebPages authoring application (such as Dreamweaver) to create sites.
- 2.9 utilize input devices such as scanners and digital cameras for image capture.
- 2.10 work with sound files for audio content.
- 2.11 design the interactivity of a site.
- 2.12 research and plan for target audiences.
- 2.13 utilize text information to enhance legibility.
- 2.14 critique existing content online.

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Filmed examples on video
- 3.3 Roundtable discussion
- 3.4 Critique
- 3.5 Online examples

4. LEARNING ACTIVITIES

- 4.1 Notes over class lectures
- 4.2 Review and critique of professional examples
- 4.3 Review and critique of student examples
- 4.4 Reading assignments
- 4.5 Exercises and projects creating web pages

5. EVALUATION

- 5.1 Exams

- 5.2 Assignments
- 5.3 Participation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
 - Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course