APGR 72 Course Outline as of Fall 2015

CATALOG INFORMATION

 Dept and Nbr: APGR 72   Title: PRINCIPLES SCREEN DESIGN
Full Title: Principles of Screen Design
Last Reviewed: 2/11/2008

Units			Course Hours per Week		Nbr of Weeks	Course Hours Total		
Maximum	1.50		Lecture Scheduled	1.00	17.5	Lecture Scheduled		17.50
Minimum	1.50		Lab Scheduled	1.00	8	Lab Scheduled		17.50
			Contact DHR	0		Contact DHR		0
			Contact Total	2.00		Contact Total		35.00
			Non-contact DHR	1.00		Non-contact DHR		17.50

Total Out of Class Hours: 35.00   Total Student Learning Hours: 87.50

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
An intensive course that teaches the web site development student how to create effective web sites utilizing typographic and design principles.

Prerequisites/Corequisites:
Course Completion of CS 70.1A (or CS 70.11A or CIS 73.21 or CIS 73.31) and Course Completion of CS 50.11A (or CIS 58.51A or CIS 84.42A)

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: An intensive course that teaches the web site development student how to create effective web sites utilizing typographic and design principles. (Grade Only)
Prerequisites/Corequisites: Course Completion of CS 70.1A (or CS 70.11A or CIS 73.21 or CIS 73.31) and Course Completion of CS 50.11A (or CIS 58.51A or CIS 84.42A)
Recommended:
Limits on Enrollment:

Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:
CSU Transfer:	Effective:	Inactive:	
UC Transfer:	Effective:	Inactive:	

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Upon successful completion of this course the student will be able to:
1. Identify, analyze, and practice at least four principles of screen design.
2. Apply design and typographic principles to the redesign of a web page.
3. Evaluate and write critiques of existing web site designs.
4. Plan and organize web site structure and content per client criteria.
5. Develop a web site that features effective organization and navigation, appropriate use of color, attractive graphics, and legible content.

Topics and Scope:

Systematic exploration of screen design as it relates to the graphic design field.
Lecture Schedule:
1. Basic Design Principles: focal point, organization, eye flow, white space, balance, unity, etc.
2. Design Techniques: contrast, repetition, alignment, proximity.
3. Fine Art Techniques: composition, texture, movement, style, harmony, etc.
4. Readability and typographical refinements.
5. Web color: web palettes, cross platform and browser issues, color do's and don'ts.
6. Web navigation: ease of use, order and layout.
7. User interface: buttons, maps, interface options.
8. Graphics: formats, purpose, speed.
9. Proofing and debugging: html editors, spell check, what and how to proof.
10. Redesign problems: improving existing layouts.
11. Design resources: locating and visiting resource sites.

12. Print and Screen design comparisons.
13. Preflighting files for uploading.

Assignment:

Projects:
1. Poor site redesign
2. Design of personal web page
Assignments:
1. Finding good and bad sites
2. Redesign w/design principles and techniques
3. Applying good typography
4. Developing color palettes
5. Determining ease of use of various web sites
6. Site mock-up: storyboarding a web site
7. Proofing and correcting a web site
8. Compiling a list of resources
9. Upload personal web page
10. Six to eight quizzes; one final exam

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.	Writing 0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Projects	Problem solving 10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Exercises and Projects	Skill Demonstrations 50 - 80%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice	Exams 10 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

None		Other Category 0 - 0%

Representative Textbooks and Materials:
The Non-Designer's Web Book - 3rd ed. by Robin Williams and John Tollett
2005.