

**APGR 72 Course Outline as of Fall 2003****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	2.00	8	Lecture Scheduled	16.00
Minimum	1.50	Lab Scheduled	2.00	8	Lab Scheduled	16.00
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	32.00
		Non-contact DHR	1.00		Non-contact DHR	8.00

Total Out of Class Hours: 32.00

Total Student Learning Hours: 72.00

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 50.11B ( or CIS 58.51B or CIS 84.42B) and Course Completion of CIS 73.31A ( or CIS 83.12A) OR Course Completion of CS 50.11B ( or CIS 58.51B or CIS 84.42B) and Course Completion of CS 70.1A ( or CS 70.11A or CIS 73.21 or CIS 73.31)

**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 50.11B ( or CIS 58.51B or CIS 84.42B) and Course Completion of CIS 73.31A ( or CIS 83.12A) OR Course Completion of CS 50.11B ( or CIS 58.51B or CIS 84.42B) and Course Completion of CS 70.1A ( or CS 70.11A or CIS

73.21 or CIS 73.31)

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		Effective:	Inactive:	
<b>CSU GE:</b>	<b>Transfer Area</b>		Effective:	Inactive:	
<b>IGETC:</b>	<b>Transfer Area</b>		Effective:	Inactive:	
<b>CSU Transfer:</b>	Transferable	Effective:	Spring 1999	Inactive:	Fall 2015
<b>UC Transfer:</b>		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: (3-4 weeks each)

1. poor Site Redesign
2. design of personal web page

Assignments (1 week each)

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. 8 quizzes; 1 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" by Robin Williams and John Tollett, 2nd ed. 2000.