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:

			Effective:	Inactive:
AS Degree:	**Area**		Effective:	Inactive:
CSU GE:	**Transfer Area**		Effective:	Inactive:
IGETC:	**Transfer Area**		Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Spring 1999	Inactive:	Fall 2015
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: (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.