CIS 58.53B Course Outline as of Fall 2002

CATALOG INFORMATION

Dept and Nbr: CIS 58.53B　　　　Title: ADV. WEB GRAPHICS
Full Title: Advanced Web Graphics Projects
Last Reviewed: 10/26/2009

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	0	8	Lab Scheduled		0
			Contact DHR	3.50		Contact DHR		28.00
			Contact Total	5.50		Contact Total		44.00
			Non-contact DHR	0		Non-contact DHR		0

Total Out of Class Hours: 32.00　　　　　Total Student Learning Hours: 76.00

Title 5 Category:　AA Degree Applicable
Grading:　　　　　Grade or P/NP
Repeatability:　　　00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:　　　　　CIS 84.43B

Catalog Description:
Students will expand on the skills learned in Web Graphics Projects course, where they created Web site layouts for 2 clients provided by their instructor. The students will now incorporate the following elements into the mock ups: logo, photos, collage, rollover, remote rollovers, ad banners, and animation. Advanced techniques in slicing will be presented. Student will create images for their client web sites and sample images from templates. HTML concepts for formatting body text through the use of CSS code and using nested tables to display site elements will be included.

Prerequisites/Corequisites:
Course Completion or Current Enrollment in CS 50.21A (or CIS 58.53A or CIS 84.43A)

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Expanding on the skills learned in Web Graphics Projects, the students will incorporate into the web sites: logos, photos, collage, rollover, remote rollovers, ad banners, and

animation. Advanced techniques in slicing, the use of CSS code and nested tables will be included. (Grade or P/NP)
Prerequisites/Corequisites: Course Completion or Current Enrollment in CS 50.21A (or CIS 58.53A or CIS 84.43A)
Recommended: Eligibility for ENGL 100 or ESL 100
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:
The student will:
1. Describe the characteristics of an effective logo and create a logo using one of the popular software programs
2. Evaluate a photo and correct or enhance it to create a pleasing graphic appropriate for a particular client
3. Create or enhance a web site for a given client by incorporating the following elements:
   a. an effective, representative logo in three sizes
   b. at least three roll-overs, including a remote rollover
   c. an eye catching banner ad
   d. a collage with at least three images
   e. an original animation
   f. text formatted using table code and Cascading Style sheet

Topics and Scope:

1. Introduction and Review
   a. Requirements for turning in assignments
      1) Review of uploading graphics to the web
      2) Filling out online forms
2. Creating logos
   a. Using PhotoShop
   b. Using Illustrator

    c. Resizing a logo
    d. Modifying and simplifying a logo for display at a small size
3. Photo Correction
    a. Levels
    b. Removing red eye
    c. Dust and scratches
    d. Variations
    e. Rubber stamp tool
    f. Unsharp mask
4. Photo treatments
    a. drop shadow
    b. fade
    c. gaussian blur
    d. stroke
    e. blended fade
    f. adjustment layers
5. Creating Effective collages
    a. Using layers
    b. Creating a focal point
    c. Using filters to create effective collages
    d. Controlling opacity
6. Rollovers
    a. creating slices
    b. naming slices
    c. alt tags for slices
    d. linking slices
    e. rollover code
    f. basic rollover
    g. remote rollover
    h. persistent remote rollover
7. Creating ad banners
    a. Size and shape requirements of banner ads
    b. Principles of alignment and placement for ad elements
    c. Use of color in ad design
    d. Critique existing banner ads
8. Animated GIFs
    a. Software for creating animated GIFs
    b. Creating an original animation
    c. Downloading an existing animation
    d. Modifying an animation
    e. Research effective vs. ineffective uses of animated GIFs

Assignment:

1. Create 2 logos, display each logo in 3 sizes. 50 by 50, 100 by 100 and 150 by 150 pixels
2. Place 3-7 photos on each client web site. Perform at least 2 of the demonstrated color treatments to the photos.
3. Students will be able to create a collage , which contains photos, text, and shapes they select or create.
4. Locate 3 Web sites where effective collages are displayed
5. Create 1 banner ad.

6. Create an original animation.
7. Create sample images, which demonstrate the techniques presented in class. Images will include photo treatment, rollovers and animation.

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.

Homework problems, Exams	Problem solving 15 - 40%

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

Class performances	Skill Demonstrations 25 - 70%

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

Multiple choice, True/false, Matching items, Completion	Exams 15 - 60%

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

None	Other Category 0 - 0%

Representative Textbooks and Materials:
"Designing Web Graphics", by Lynda Weinman - New Riders 2000