DSGN 301 Web Design

This course is a survey of the key design elements of publishing content on the World Wide Web. Course content includes processes such as concept development for interactive design works, information design, interface design, interaction design, optimization and integration for the Web, usability, beta-testing, etc., as well as the basic principles of publishing and managing visual content for hypermedia and an interactive portal site. Tools for creating and editing Web projects include browsers, browser helper applications, HTML editors, document management tools and image editors. *(Prerequisite: None)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. To acquire basic knowledge in HTML, to create and deliver an interactive website.
2. To Plan, organize and implement interactive content, titles, and websites
3. To define the audience receiving the content, the environment and usage of the title.
4. To define communication goals of a project and accordingly identify appropriate design solutions.
5. To have skills to digitally integrate elements of audio, video, still images, animation, text, and data for the delivery of interactive content.

Textbook & Course Materials:

- *Adobe Dreamweaver Classroom in a Book, by James Maivald, Adobe Press (2021)*

Course Content:

1. Planning and Designing
2. HTML
3. Dreamweaver