

**Class:** GRART 4A – Graphic Design for the World Wide Web  
**Semester:** Fall 2003  
**Days:** M W  
**Times:** 12:00 pm – 2:00 pm  
**Room:** Shima 241

**Instructor:** Melanie Marshall  
**Office:** Shima 238, 954-5509  
**Email:** [mmarshall@deltacollege.edu](mailto:mmarshall@deltacollege.edu)

**Prerequisites:** None  
**Advisories:** C S 36 or C S 39  
**Units:** 2  
**Required Materials:** Zip Disks (Zip/100), as many as needed, minimum of 2  
Notebook and pencil

**Required Text:** The Web Collection – Photoshop 7, Livemotion 2, and Golive 6  
Author: Beskeen/Foley/Reding

**Recommended Text:** Adobe Go Live 6 – Classroom in a Book \*  
Author: Adobe

Web Design Essentials, Second Edition \*  
Author: Giudice

\* If you have experiences building web sites see instructor **before** purchasing your books.

**Catalog Statement:**

This course is the introductory-level study of concepts and techniques utilized in the aesthetic development, design and layout of World Wide Web pages. The student creates web designs using electronic media including Hypertext Markup Language (HTML) editor and other design-based computer software. **This is not a course in HTML.**

**Goals and Objects:**

Upon successful completion of this course, the student will be able to design WWW pages using HTML editor software at the introductory level. Upon successful completion of this course, the student will be able to:

1. Design artwork using electronic media.
2. Incorporate graphics and other objects into web pages.
3. Manage images, text, and animation.
4. Create simple animations.
5. Choose aesthetically pleasing typography, color, and layout designs.

**Course Outline:**

1. Overview of Design
2. Web Graphic Imaging
3. Compression Techniques
4. Color and Palettes
5. Graphic Creation
6. Backgrounds
7. Buttons and other navigational graphics
8. Typography and Text
9. Animating Graphic Interface Formats (GIFs)
10. Collage, Image Maps and Navigation

**Evaluation:**

1. Classroom Participation
2. Final Exam
3. Final Portfolio
4. Hands on Projects
5. Lab Exercises

**Grade is based on total points:**

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D

59% or below = F

*The instructor reserves the right to make changes to the course outline, evaluation, and grading as required or deemed necessary.*

*NOTE: NO cell phones or pagers will be allowed during the lecture period.*

**ATTENDANCE & PROMPTNESS IS MANDATORY FOR THIS CLASS.**