Website Design
225 hours

Course Overview/Description

Looking to launch your career in the exciting field of Web design? This nationally recognized Website Design program focuses on the fundamental technical and aesthetic skills required for this challenging field.

As a student, you'll gain proficiency in the software programs that every Web designer needs to know: Adobe Photoshop, Fireworks, Dreamweaver, and Flash. You'll learn how to create digital images and animations, and build standards-compliant Web sites using either HTML/CSS hand-coding or Web editing programs.

Hands-on projects focus on essential skills and provide experience in professional Web design project scenarios. Class assignments include digital retouching and compositing, XHTML page markup, CSS-based layout and typography, home page and navigation design, Flash graphics and animations, mouseover effects, competitive analysis, site maps, wireframes, mood boards, color palettes, blog layout, and portfolio site design.

Course Objectives

Students who complete the program can expect to learn to:

* Prepare bitmap images for print or the Web using basic Photoshop retouching and correction techniques, collage, and compositing.
* Create standards-compliant Web page layouts by hand-coding using HTML and CSS.
* Publish Web pages to a Web server using Dreamweaver FTP.
* Develop Web page and site layouts using Adobe Dreamweaver and Cascading Style Sheets (CSS).
* Gain a basic understanding of creative and career options in the Web design field (optional elective).
* Utilize the fundamentals of color, typography, and composition in developing page layouts.
* Design Web layouts, graphics, navigation buttons, and banner ads using Adobe Fireworks.
* Design basic Flash page graphics, animations, ads, and promotional sites.
* Develop a systematic approach to Web design projects using site maps, wireframes, usability, and competitive analysis.
* Develop a creative approach to Web design projects using mood boards and design comps.
* Transform comp layouts into valid HTML/CSS Web pages using hand-coding.
* Design Web page layouts for a range of different types of business clients.

Course Outline

This program consists of **eight required courses**. An **optional introductory theory course** is available for beginner students. Course descriptions are as follows:

**Photoshop Basics**
Get a thorough grounding in Adobe Photoshop, the premiere digital imaging program for graphic and Web designers. Hands-on projects show how to select, enhance, distort, color, scale, and manipulate scanned images and artworks—or create them from scratch. Every designer must tame this creative powerhouse of a program.

**XHTML and CSS Essentials**
Learn to create Web sites using XHTML to mark up the structure of the document, and CSS to dictate how each page element should look. Course lessons are packed with hands-on examples that help you gain skills and confidence step-by-step. The course is designed to provide a foundation in Web standards, the set of “best practices” established by the World Wide Web Consortium, among other organizations that set the standards for Web development.

**Dreamweaver I**
Explore practical skills for Dreamweaver, the HTML editor of choice for professional Web designers. Dreamweaver integrates a host of Web design tools in one easy-to-use application. Students learn to design sites, creating advanced layouts by using tables, manipulating colors, style sheets, and frames.

**Color Theory**
Focus on developing appropriate color systems for graphic design projects. Projects explore the principles, terminology, and applications of color theory, with an emphasis on manipulating color. A working knowledge of the expression and perception of color, and color interaction, lends credibility and sophistication to a designer's work.

**Fundamentals of Typography**
Explore the critical role of typography in graphic design. Course projects build an understanding of the anatomy of the letterform, the distinguishing features of different typefaces, and creative applications of type. An assured grasp of typography is essential in any visual communication project.

**Web Graphics Using Fireworks**
Learn the essentials of making superior Web graphics using Adobe Fireworks. You'll explore the technical fundamentals you need to know, including the Fireworks toolset and features, and discuss tips and techniques for the wide range of graphics encountered in a typical Web design project: stock photos to illustrations, banners, text graphics, and
more.

**Flash Basics**
Develop a competence in basic drawing and animating tools in Flash. Students will master such critical interface elements as layers, scenes, nested symbols, and movie clips. Course projects including creating a logo animation, a cityscape, a splash screen, and a basic Flash site interface.

**Web Design I**
Learn a systematic professional approach to Web design. You’ll use site maps, wireframes, HTML/CSS layouts, comps, color palettes, usability tests, and other tools and concepts to make sure your designs hit the mark. Students entering this class are expected to have a basic competence in HTML/CSS design, Photoshop or Fireworks, and Dreamweaver. Building upon those skills, students will complete four portfolio projects that challenge their Web design skills and build an understanding of how to manage Web design projects in a professional context.

**Prerequisites/Audience**
- Computer with Internet connection (56.6 Kbps modem or faster is recommended).
- Basic computer skills are necessary but no prior design knowledge is required.
- Students who wish to enroll in a certificate program must be at least 18 years old and able to provide documentation of attaining a high school diploma or equivalent or higher level of education (such as a college degree).

**PC Requirements/Materials Included**
This course is compatible with Windows Vista Operating System.

The following software is required but NOT included with the course:
- Adobe Photoshop CS, CS2, or CS3
- Adobe Dreamweaver CS3 or Macromedia Dreamweaver 8
- Adobe Fireworks CS3 or Macromedia Fireworks 8
- Adobe Flash CS3 or Macromedia Flash 8 or MX 2004
- An account with an ad-free Web hosting service (free services are available). An ad-free Web space allows students to upload assignments without interference from forced ads like popups or banners.
- When purchasing any software, especially bundled software such as the Adobe Web Collection, please check that your computer meets the manufacturer's listed system requirements.
- No textbooks required.

**Instructor Bio**
Students receive critique and feedback from a faculty of art and design professionals. Instructors for this program include:
Dr. Taz Tally is the president of Taz Tally Seminars, a computer publishing consulting and training company. Taz is the author of numerous graphics and print production books including Photoshop Before and After Makeovers, Acrobat and PDF Solutions, Avoiding the Output Blues, Avoiding the Scanning Blues, and is a contributing author to The Photoshop World Dream Team Book. Taz has produced numerous instructional videos, CDs, and DVDs on scanning, prepress, Photoshop, color correction, and font management. Taz is a frequent presenter at seminars and trade shows throughout the U.S, and is a member of the Photoshop Dream Team at the biannual Photoshop World convention. Taz is a frequent contributor to Photoshop User magazine, for which he writes a regular prepress column.

Donald Gambino is a computer artist, consultant, educator, and trainer, since 1983, teaching students of all levels and abilities. Formerly the Chairperson of the Computer Art Department at the School of Visual Arts in New York City, he has taught innovative computer art courses for over 12 years, and created the BFA program in Computer Art.

Christopher Schmitt is the founder of Heatvision.com, Inc., a small new media publishing and design firm, based in Cincinnati, Ohio. An award-winning Web designer who has been working with the Web since 1993, Christopher interned for both David Siegel and Lynda Weinman in the mid 90s while he was an undergraduate at Florida State University working on a Fine Arts degree with an emphasis on Graphic Design. Afterwards, he earned a Masters in Communication for Interactive and New Communication Technologies while obtaining a graduate certificate in Project Management from FSU’s College of Communication. Christopher is the author of CSS Cookbook, which was named Best Web Design Book of 2006, and one of the first books that looked at CSS-enabled designs, Designing CSS Web Pages. He is also the co-author of Professional CSS, Photoshop in 10 Steps or Less, and Dreamweaver Design Projects and contributed four chapters to XML, HTML, and XHTML Magic. Christopher has also written for New Architect Magazine, A List Apart, Digital Web and Web Reference.

Piper Nilsson is a graphic designer and information architect. In her four-year career for a leading Web design agency, she blueprinted sites for such global clients as MetLife, Pepsi, ETS, and Citibank. Her current projects include building an e-learning prototype for children with learning disabilities and teaching technology in New York City public schools. She received a degree in graphic design from Pratt Institute.

David Witt is a San Francisco-based new media artist and award-winning interactive multimedia designer. He has worked for many top brands and agencies, and has a background in graphic design, web design, digital imaging and high-end print production.
His current focus is on creating new paradigms in interface design and multimedia applications using FlashMX/Actionscript. David holds a MFA in Design + Technology from Parsons School of Design.

Yeesan Loh is an interior designer, photographer, painter, and graphic designer who has extensive experience in architecture. Yeesan's photography and painting has been exhibited in Artworks Gallery in Miami and The Las Olas Art Center in Fort Lauderdale and her photo essays published in Vida magazine in Asia. Born and raised in Kuala Lumpur, she is currently an associate in Design Space Associates, a Florida-based interior design firm; co-owner and residential designer of StopDrop&RROLL, a graphic tees company based in Buenos Aires; and a "New Malaysian," as featured by Harper's Bazaar, Malaysia.

Margaret Penney is a teacher, designer, writer and media artist. Margaret teaches Web, print and motion graphic design, multimedia, and JAVA programming at an independent school outside New York City where she designs the Computer Science department curriculum. As a Web designer and developer, Margaret has created a multi-channel community portal for Hong Kong teenagers; ecommerce for Delias.com girls' clothing; a flash promotional for Nike; and currently she is working on a site for artist Sol Lewitt. As a new media artist, she has exhibited at the Institute of Contemporary Arts in London; the Museo Tamayo in Mexico City; and around NYC. Her artwork has been reviewed globally online, in print magazines, and included in the book Eye Candy from the Underground: Fresh Styles for Web Designers. She has lectured on new media art at Purchase College, the School of Visual Arts Annual Conference for Educators, and the Pratt Institute. As a writer, she has been published in New York Arts magazine, Rhizome.org, and the Baltimore City paper. Margaret has a B.A. from Johns Hopkins University and M.F.A. from Columbia University.

Claire Boger is an interactive designer and founder of ImaginationAlley.com, a Web-based software training and design resource site. Claire has more than 15 years professional design experience including corporate identity and package design. Over the past 10 years Claire has concentrated on interactive media and was rewarded as co-recipient of a patent for CD-based technology AudioVisionCD. Claire has played a variety of roles in the development of both large and small scaled interactive projects for such notable corporations as Daimler Chrysler, Kodak, Merrill Lynch, Mutual of Omaha, and MasterCard.