

UMBC UGC New Course Request: ART 436 Design and Technology III: Advanced Web Interfaces

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Proposed Effective Date: Fall 2010

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COURSE INFORMATION:

Course Number(s)	Art 436
Formal Title	Design and Technology III: Advanced Web Interfaces
Transcript Title (≤24c)	Design & Technology III
Recommended Course Preparation	ART 336
Prerequisite	ART 336
Credits	3
Repeatable?	X <input type="checkbox"/> No
Max. Total Credits	3
If yes, how many total credits?	0
Grading Method(s)	X Reg (A-F) <input type="checkbox"/> Audit <input type="checkbox"/> Pass-Fail

PROPOSED CATALOG DESCRIPTION:

Advanced Web Interface Design builds upon the history, theory, and practice of Web design and development that was introduced in ART392. Students will continue to learn the critical analysis skills necessary to evaluate Web interfaces based on the principles of visual design, information hierarchy, content, usability, functionality, and interactivity. They will explore advanced programming techniques as well as commercial software used to develop current Web applications, including HTML, Javascript, PHP, and Dreamweaver. Students will apply these technical skills, while expanding their knowledge of graphic design (including typographic and visual forms) to plan, design, and build effective Web spaces. Pre-requisite: ART 336 Design and Technology II

RATIONALE FOR NEW COURSE:

Students graduating with a Graphic Design degree must have a strong foundation and skills in both the digital and print based media to compete in the job market. Prospective employers look for designers who have the dual skills of creating and executing their designs. The introductory Web Interface class, Art 336 Design and Technology II, covers only the basic foundation aspects of web design. The proposed advanced class will give students the tools to delve into more complex production projects and be better prepared to keep up with this fast-changing communication medium. This course will be offered each semester.

ATTACH COURSE OUTLINE (mandatory):

Course outline for proposed new Visual Arts course
Art 436 Design and Technology III: Advanced Web Interfaces

1. Refresh of CSS style and coding procedures for page layout

- a. General CSS rules
- b. Classes, IDs, and tags
- c. Creation of compound CSS
- d. Custom CSS references

2. Introduction to PHP as a programming language

- a. Basic PHP syntax.
- b. Placing PHP code into a HTML document.
- c. Simple PHP scripts and how they work.
- d. Creating PHP functions for re-usable code.

3. Server Structures

- a. Understanding the different types of Servers.
- b. Unix vs. Windows.
- c. Server file structures.
- d. FTP access.
- e. Managing files on a server.

4. Document Management - Design

- a. How to manage Photoshop files that will be used to create graphics.
- b. How to manage files generated from Photoshop file.

5. Document Management - Files

- a. How to manage files that will be used as source files and content.
- b. How to manage files on a server using industry standard conventions.

6. Design

- a. Graphic design to Code design - the symbiotic relations.
- b. Information architecture review.
- c. Understanding the use of 3rd-party code to extend the website experience.

7. Project

- a. Web site project - to be based on specific topic.
- b. Importance of sketches and sketch work in a digital environment.
- c. AI - site map and wireframes - understanding the importance in relation to a specific project.
- d. Designs - to focus on quality and not "how am I going to code it?"
- e. Converting sketches to code.

8. Databases

- a. Introduction to MySQL databases.
- b. Database structures.
- c. Database schemas.
- d. Setting up a database.
- e. Using PHP to store and retrieve data from a database.