

CENTER FOR PROFESSIONAL DEVELOPMENT**WEB DESIGN**

360 Hours/6 Months/Instructor-Facilitated
Course Code: **CPD128** || Course Cost: **\$5995**

OVERVIEW

Excelsior College has partnered with ed2go to bring you the Web Design program. This Web 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 and Dreamweaver, and Flash. You'll learn how to create digital images, build standards-compliant Web sites using HTML and CSS code and Dreamweaver software, and add interactivity with JavaScript and jQuery.

Hands-on projects will give you experience in professional Web design. Assignments include digital retouching and compositing, HTML page markup, CSS-based layout and typography, home page and navigation design, JavaScript features and effects, competitive analysis, site maps, wireframes, mood boards, color palettes, blog layout, and portfolio site design.

OBJECTIVES

As a student, you will learn the following:

1. Digital Imaging

Your work will demonstrate entry-level professional Photoshop skills and effective decisions in selecting and editing images. You will be able to improve images for professional publication by retouching and correction, and create realistic or imaginative images by compositing or collage.

2. Color

You will develop distinctive color palettes based on the principles of color harmony. Your work will exhibit a sophisticated use of color and contrast, the ability to research colors and make choices that are appropriate for each client and project.

3. Web Scripting

You will be able to create standards-compliant Web page layouts by hand-coding using HTML and CSS and publish them to the Web. You can create fixed and fluid multi-column page layouts using basic HTML to organize information and CSS to control presentation.

4. Typography

You will be able to research and select appropriate typefaces and design typography to support the branding or communication goal of a particular client or project. You will demonstrate the ability to organize text into a clear, readable information hierarchy in page layouts while using display type for impact and expression.

5. Web Editor

You will be able to design professional-level, valid HTML Web sites using Dreamweaver and publish them to the Web. You can create consistent, visually appealing page designs using CSS to control presentation (typography, color, layout, and positioning).

6. Interactivity

You will be able to create basic interactive interfaces for the Web using JavaScript and jQuery. You can write and troubleshoot basic JavaScript and jQuery syntax in order to display Web page content, create visual effects, improve form usability, and facilitate site navigation.

7. Web Design

You will use a professional design process for Web design including competitive research, mood boards, site maps and wireframes, color design and imagery, development of CSS layouts, and basic usability testing. Your work shows the ability to design professional-level Web page layouts with attention to usability principles: consistent navigation, clear visual hierarchy, and intuitive interface design.

MATERIALS INCLUDED

No textbooks are required for this program.

OUTLINE

1. Photoshop Basics
2. Color Theory
3. HTML and CSS Essentials
4. Fundamentals of Typography
5. Dreamweaver I
6. JavaScript for Designers
7. Web Design I

This program consists of seven required modules. Module descriptions are as follows:

Photoshop Basics

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

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

HTML and CSS Essentials

Learn to create Web sites using HTML to mark up the structure of the document, and CSS to dictate how each page element should look. Use HTML5 and CSS3 for cutting-edge enhancements. 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.

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.

Dreamweaver I

Develop 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. Without any prior HTML knowledge, students learn to design sites, creating advanced layouts by using Cascading Style Sheets, typography, colors, data tables, and more.

JavaScript for Designers

Learn the basics of JavaScript programming with techniques aimed at visually oriented designers. The essentials of JavaScript are covered along with designer-friendly jQuery to make writing JavaScript easy and fun. Assignments include dynamic image galleries, rollover effects, usable Web forms, and enhanced navigation.

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.

COMPUTER REQUIREMENTS

You may use a PC or a Mac for this program. You must have an Internet connection (high-speed recommended). The following software is required for this program and your computer must meet the software manufacturers' system requirements:

- **Adobe Photoshop CS4 or CS5**
- **Adobe Dreamweaver CS4 or CS5**
- **An account with an ad-free Web hosting service. The HTML and CSS Essentials course will provide information to help you meet this requirement.**

PREREQUISITES

The certificate program is designed for adult learners interested in building skills and portfolio for a design career.

INSTRUCTOR BIOS

Students will receive critique and feedback from a faculty of art and design professionals. Instructors for this program include:

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. Piper holds an Associate's degree in Graphic Design from the Pratt Institute.

Catherine George is a digital media designer, developer, and instructor, with extensive and diverse experience; she has worked in the industry for more than 10 years in a variety of capacities: graphic and interface designer, web designer, animator and motion designer, illustrator, project manager, programmer. She has designed curriculum for and taught digital media design and technology at high school and college levels, to the general public, and as a private tutor. She is also a fine artist who draws, paints, sculpts, creates jewelry and fiber art. Catherine holds a BFA in Studies in Art from Syracuse University, NY.

Janet Valade is the author of five published books on PHP and MySQL: PHP & MySQL Web Development All-in-One Desk Reference for Dummies, PHP & MySQL: Your visual blueprint for creating dynamic, database driven Web sites, PHP & MySQL Everyday Apps for Dummies, PHP & MySQL for Dummies Third Edition, and PHP 5 for Dummies. Janet has also written a Dreamweaver book and a Linux book. Janet has over 20 years experience in the computing field. Most recently, she designed and programmed the Web site for a small engineering firm, including programming the e-commerce functionality for the site and converting the documentation for the company products to Web documents. Prior to that, she provided technical support to faculty and staff at a large University for over 10 years, as well as providing systems analysis, designing and developing a state-wide data archive, and designing and presenting seminars and workshops on a variety of technology topics.

Mai Xiong is a Web designer and educator who has worked at Campbell-Ewald Advertising, Daniel Brian & Associates, and One Source Talent. Mai has been a guest lecturer at the University of Wisconsin-Whitewater and developed and/or taught courses in graphic design and Web Design, as well as Adobe Photoshop, Illustrator, Flash and Dreamweaver. Mai currently teaches Web design and animation at the College for Creative Studies Continuing Education program. Mai is also the founder and creative director of 18XEEM, a cultural magazine and has spoken on the topics of culture, youth empowerment, community-based art and social activism, and Web communication design at numerous organizations, conferences, and events. Her industry recognitions includes the Award of Excellence, Award of Merit from AIGA, and the Silver Award for Healthcare Advertising for the launch of Henry Ford West Bloomfield Hospital Web site. Mai holds a Bachelors of Fine Arts in Graphic Design from the College for Creative Studies in Detroit, Michigan.