GROSSMONT COLLEGE

Officia~~l~~ Course Outline

ART 172 – WEB AND PORTFOLIO DESIGN

1. Course Number Course Title Semester Units Semester Hours

ART 172 Web and 3 2 hours lecture: 32-36 hours

Portfolio Design 4 hours lab: 64-72 hours

96-108 outside-of-class hours

for lecture

192-216 total hours

2. Course Prerequisites

None

Corequisite

None

Recommended Preparation

None

3. Catalog Description

Introductory course that focuses on the aesthetics of digital media and emerging technology elements and issues surrounding usability in interactive environments. Through the integration of historical studies, theory and practice, students will address issues central to interactivity in art making and interactive responsive design. Students will engage in projects that incorporate a variety of digital media and emerging technology strategies, including lens-based, time-based, on-screen, sound and physical computing and interactive environments within the contexts of art, business and marketing, design, and interactivity for the web. Students are introduced to authoring techniques and technologies as they learn how to create and develop a portfolio of projects in which interactivity and web design are the focus.

4. Course Objectives

The student will:

a. Demonstrate knowledge of the multifaceted communication between people and technology and its applications in contemporary art and interactive webdesign.

b. Evaluate interfaces for usability.

c. Apply the principles of design to simple time-based, interactive, visual and audio experiences.

d. Use appropriate laboratory procedures to author basic interactive experiences.

e. Analyze interactive works using the vocabulary of the elements and principles of design.

f. Analyze historical and contemporary practice in interactive design and art making, including lens-based, time-based, on-screen, sound and physical computing and immersive environments within the contexts of art, business and marketing, design interactivity and responsive web design**.**

5. Instructional Facilities

a. Lecture room suitable for LCD projection from standard computer video output.

1. Computer laboratory, with one color workstation for each student, with adequate RAM and disk storage to support up-to-date manipulation software. Also required are basic digital still and/or video cameras, film and flatbed scanners, large-capacity removable storage media, color and monochrome printers.

c. Library and research facilities.

ART 172 – WEB AND PORTFOLIO DESIGN page 2

1. Special Materials Required of Student

a. Sketchbook.

b. Removable storage media such as external hard drives or adequate flash drives of 64gb or more.

7. Course Content

a. Contemporary user interface designs in interactive experiences and as applied to student authored art and design experiences.

b. Conceptualization and development of basic projects in which interactivity and the web is the focus.

c. Incorporation of digital imaging and authoring software in the creation of interactive digital content and responsive design for the web.

d. User interfaces to be explored and incorporated within the contexts of art, business and marketing, design, interactivity for responsive web design.

8. Method of Instruction

a. Lectures.

b. Computer-generated presentations and demonstrations provided by the instructor.

c. Research methods including use of the Internet.

d. Individual instruction.

e. Group critiques and classroom discussions of individual projects.

f. Laboratory demonstration and activity.

9. Methods of Evaluating Student Performance

a. Ongoing assessment of student’s learning through group discussions and individual conferences.

b. Group critiques and evaluation of individual projects.

c. Objective written examinations. Example: Short answer to questions about lecture topics.

d. Outside-of-class assignments. Example: Research, project proposals, and reports.

e. Written and/or performance final examination. Example: mock website design in current software**.**

10. Outside Class Assignments

a. Research through use of the learning resource center, libraries and the Internet. Example: find five contemporary web designers online and make five or more thumbnail sketches inspired by their design aesthetics as starting points for your web design.

b. Preparation of short written proposals and sketchbook entries for class projects. Example: Write three short paragraphs describing the subject, form, and content for the project proposal.

c. Individual identification and evaluation of local exhibition, research and artist resources. Example: Research current, local or online art exhibitions featuring digital art and web design and write a comprehensive evaluation of the exhibit.

11. Texts

a. Required Text(s):

Paul, Christiane. *Digital Art: World of Art,* 3rd edition**.** New York, NY: Thames and Hudson, 2015**.**

b. Supplementary texts and workbooks:

Wardip-Fruin, Noah and Nick Montfort. *The New Media Reader*. Cambridge, MA: MIT Press, 2003.

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Demonstrate knowledge and use of digital imaging and authoring software in the creation of interactive digital content.
2. Conceptualize, develop and author a basic interactive experience through the use of appropriate laboratory procedures.

Date approved by the Governing Board: May 21, 2019