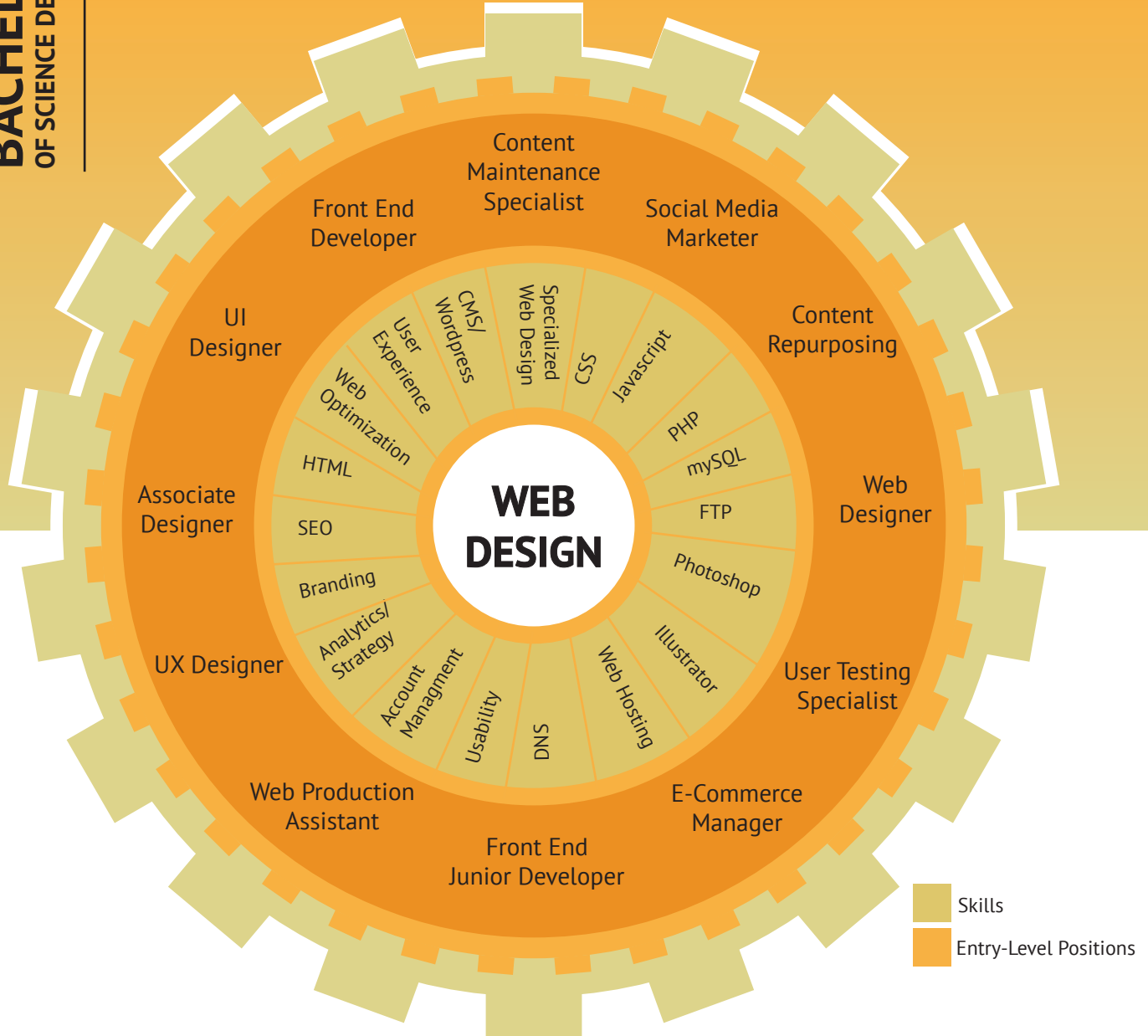# WEB DESIGN

The Bachelor of Science Degree: Media Arts (emphasis in Web Design), prepares students for careers in web development and design fields.

This program is structured to complement the revolutionary changes in interactive design that has primarily catapulted print media area of graphic design into new arenas that combine audio, video, text, graphics, animation, and commerce for the web world.

Content Maintenance Specialist
Front End Developer
Social Media Marketer
UI Designer
Content Repurposing
Associate Designer
Web Designer
UX Designer
User Testing Specialist
Web Production Assistant
E-Commerce Manager
Front End Junior Developer

WEB DESIGN

CMS/ Wordpress · User Experience · Web Optimization · HTML · SEO · Branding · Analytics/ Strategy · Account Managment · Usability · DNS · Web Hosting · Illustrator · Photoshop · FTP · mySQL · PHP · Javascript · CSS · Specialized Web Design

Skills

Entry-Level Positions

Jobs listed are possible positions and not a guarantee of employment.

1-3 YEARS OF EXPERIENCE

Front-End Designer
CMS Manager
Front-End Designer
UX / UI Designer
Social Media / Blog Manager

5+ YEARS OF EXPERIENCE

Art Director
Creative Director
Front -End Web Developer
Production Manager
Senior UX / UI Developer

PLATT COLLEGE
DIGITAL ■ MEDIA ■ DESIGN

B.S. IN MEDIA ARTS: WEB DESIGN CURRICULUM

TERM 4

IA104 Introduction to 3D

(4.5 semester credit hours/100 clock hours)

Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, lighting, and rendering. Polygon Modeling, UV Texture Mapping, Arnold Rendering Engine, and Turntable Animation.

IV104 Introduction to Digital Video Production

(4.5 semester credit hours/100 clock hours)

Introduction to Digital Video Production (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, color correction, audio, and music). Professional film and video analysis, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced.

IW104 Fundamentals of Web Design

(4.5 semester credit hours/100 clock hours)

Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

TERM 5

WC300 Web Campaign Implementation

(5.00 semester credit hours/100 clock hours)

Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the "pre-design" stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile -as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WR300 Responsive Web Design

(5.00 semester credit hours/100 clock hours)

Responsive Web Design (WR300) students understand the principles behind delivering web-based content and interactivity to all devices. Relevant industry techniques will be practiced, with a focus on flexibility and looking to the future as the landscape of the web evolves. Topics covered include; Device-agnostic approaches to design and workflow, User Experience on mobile devices, Responsive design, User-Agent detection, Fluid grids and mobile frameworks. Using HTML, CSS, JavaScript and PHP, students will plan and build a device-agnostic web project.

WS300 Scripting for the Web

(5.00 semester credit hours/100 clock hours)

Scripting for the Web (WS300) gives students experience with interactive web site creation. Students are taught web-programming concepts such as HTML, jQuery, AJAX, JavaScript, PHP and CSS. Media presentation, framesets, forms, CGI, FTP and other hosting concepts are also covered. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

TERM 6

WCM400 Content Management Systems for Designers

(5.00 semester credit hours/100 clock hours)

Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WIP400 Web Programming for Designers

(5.00 semester credit hours/100 clock hours)

Programming for Designers (WIP400) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

WUD400 User Experience Design

(5.00 semester credit hours/100 clock hours)

User Experience Design (WUD400) aims to immerse students in user experience principles and practices in web application design. The course will focus on user-centered and task-centered interface flows. Problem-solving and risk management will be stressed. Through hands-on user testing and design process, students will leave with a greater understanding of how to balance user needs, business goals and technology to create truly engaging web experiences.

PP200 Portfolio Project

(4.5 semester credit hours/100 clock hours)

No transfer credit accepted for this course.

As an outcome of the Portfolio Project (PP200) students will create a digital portfolio (demo reel and web page) to demonstrate the skills and knowledge they have acquired in their specialized program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

GENERAL EDUCATION

FIL201	Film and Society
MUS201	Enjoyment of Music
ENV201	Environmental Science II
MAT204A	Mathematics & Computation
LIT201	Topics and Figures in Literature
HUM203	History of Graphic Design
ENG202	Digital Media Writing
ENG2044A	Marketing & Business Com.
ART202	Fundamentals of Illustration