



Course Description

GRA0840 | Web Page Design One | 4.00 credits

An introduction to the technologies and techniques of designing for the World Wide Web. This course covers all the key elements of Web design from concept to completion. The course also covers a basic introduction to WYSIWYG HTML editors.

Course Competencies

Competency 1: The student will demonstrate understanding of fundamental Web design concepts by:

1. Analyzing the key elements of effective Web design
2. Evaluating the principles of user experience (UX) and user interface (UI) design
3. Explaining the relationship between design and functionality in Web pages
4. Comparing different Web design approaches and their impact on user engagement

Competency 2: The student will develop proficiency in Web design technologies by:

1. Implementing basic HTML structure and syntax
2. Creating stylesheets using CSS to control layout and appearance
3. Applying responsive design techniques for multi-device compatibility
4. Integrating multimedia elements such as images, audio, and video into Web pages
5. Troubleshooting common Web design issues and browser compatibility problems

Competency 3: The student will apply Web design skills through hands-on projects by:

1. Producing a series of Web pages from concept to completion
2. Developing wireframes and mockups to plan Web page layouts
3. Implementing navigation structures and information architecture
4. Creating interactive elements using basic JavaScript or jQuery
5. Optimizing Web pages for performance and search engine visibility

Competency 4: The student will synthesize Web design knowledge using WYSIWYG HTML editors by:

1. Comparing different WYSIWYG HTML editors and their features
2. Utilizing WYSIWYG tools to streamline the Web design process
3. Analyzing the code generated by WYSIWYG editors for efficiency and standards compliance
4. Customizing WYSIWYG-generated code to enhance functionality and design
5. Developing a workflow that combines WYSIWYG editing with manual code adjustments

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities