



FSD-101: Introduction to Web Design

Description:

3 credits/126 hours

Prerequisite: None

Introduction to Web Design will introduce students to the most important principles in designing effective websites. The course will teach key web design concepts and principles using real-world examples that will help students succeed in developing impressive web design plans of their own and prepare them for more advanced coursework in web design.

Textbook: Web Design: Introductory, 6th Ed., Campbell – ISBN: 978-1-337-68572-6

Course objectives:

Throughout the course, you will meet the following goals:

- Gain practical approach to web design using a blend of traditional development guidelines with current technologies and trends, including responsive web design
- Develop an in-depth understanding of web design concepts and techniques that are essential to planning, designing, creating, testing, publishing, and maintaining websites
- Define and describe in detail the six steps in developing a solid web design plan: identify the website’s purpose and target audience; determine the website’s general content; select the website’s structure; specify the website’s navigation system; design the look and feel of the website; and test, publish, and maintain the website
- Successfully plan a website design and development plan

Contents:

Ch 1: The Environment and The Tools

Ch 2: Web Publishing Fundamentals

Ch 3: Planning a Successful Website: Part 1

Ch 4: Planning a Successful Website: Part 2

Ch 5: Typography and Images

Ch 6: Multimedia and Interactivity

Ch 7: Promoting and Maintaining Website

Grading Scale

A = 95-100%

B = 88-94.9%

C = 80-87.9%

D = 70-79.9%

F = Below 70%

Grade Weighting

Chapter Quizzes..... 50%

Activities 20%

Final Exam 30%

100%