I. COURSE INFORMATION  
   A. Production Media 251 Fundamentals of Web Design  
   B. 3 credit hours  
   D. Prerequisites: None  

II. COURSE DESCRIPTION  
This course focuses on the overall website production process. Particular emphasis is placed on design elements involving layout, navigation and interactivity.

III. LEARNING OUTCOMES  
   A. Understand website architecture  
   B. Understand the principles of graphic and content creation for online media  
   C. Understand graphic design principles  
   D. Task-appropriate software tool selection  
   E. Understand distinctive attributes of the web as a unique medium  
   F. Understand web animation techniques  
   G. Understand website accessibility, implementation and hosting  
   H. Know media skills necessary to become a web designer  

IV. MAJOR CONTENT AREAS  
   A. Basic website creation  
   B. Web page elements and production tools and process  
   C. Variety of designs  
   D. Accessibility and internationalization  
   E. Media creating  
   F. Testing and optimization  
   G. Implementation and hosting  
   H. Master lab skills  
   I. Documentation skills for maintaining web design  
   J. Create invoices and designer charges  
   K. Portfolio  

V. ASSIGNMENTS (may include but are not limited to)  
   A. Readings  
   B. Assigned projects  
   C. Images and graphics  
   D. Dreamweaver editing  
   E. Conversion of .doc to .pdf  
   F. Adobe Acrobat form  
   G. Flash document  
   H. Adobe Captivate technology  
   I. Final project  

VI. EVALUATION METHODS (may include but are not limited to)  
   A. Application projects  
   B. Discussions  
   C. Assignments  
   D. Attendance and participation  
   E. Final project