Washtenaw Community College Comprehensive Report

WEB 115 Interface Design I
Effective Term: Fall 2019

Course Cover

Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Web Design and Development
Course Number: 115
Org Number: 14500
Full Course Title: Interface Design I
Transcript Title: Interface Design I
Is Consultation with other department(s) required: Yes
Please Explain:
I have discussed the changes with the GDT department and they have agreed to update their programs to incorporate the new classes.
Publish in the Following:
Reason for Submission: Three Year Review / Assessment Report
Change Information:
 Consultation with all departments affected by this course is required.
 Course description
 Outcomes/Assessment
Rationale: Course is being updated for inclusion in a new programs and for content.
Proposed Start Semester: Fall 2019
Course Description: In this course, students will learn the fundamentals of how to design and structure Web interfaces. Using the basic tools and techniques of interface design, students will learn how to use typography, image and color to create industry standard interfaces. The focus of this class will be on how to design Web deliverables such as basic Web pages and marketing collateral as well as how to prepare digital designs for production. The title of this course was previously Introduction to Interface Design.

Course Credit Hours

Variable hours: No
Credits: 4
Lecture Hours: Instructor: 60 **Student:** 60
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

General Education Area 7 - Computer and Information Literacy
Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Create and manipulate graphic elements to create basic Web pages focusing on masthead, navigation and content development.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections from two semesters
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of students will score 75% or higher
   Who will score and analyze the data: Full-time WEB faculty

2. Create a banner ad set.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections from two semesters
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of students will score 75% or higher
   Who will score and analyze the data: Full-time WEB faculty

3. Create a mobile Web interface focusing on graphic and content reduction, user preferences and co-branding principles.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections from two semesters
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 70% of students will score 75% or higher
   Who will score and analyze the data: Full-time WEB faculty

4. Prepare digital designs for production.
   Assessment 1
   Assessment Tool: Project
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections from two semesters

Number students to be assessed: All
How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 70% of students will score 75% or higher
Who will score and analyze the data: Full-time WEB faculty

Course Objectives

1. Identify and apply basic graphic design principles to Web interfaces including hierarchy of information, alignment, white space, negative space, typography, layout style and color.
2. Create mastheads and footers to Web conventions.
3. Create navigational schemes that include global, local and utility.
4. Create interface content based on gridded design principles.
5. Use color and typography to define a style in a Web interface.
6. Using a parent site, co-brand deliverables using basic graphic design principles.
7. Evaluate current mobile Web design standards and apply findings to a mobile Web interface.
8. Slice and optimize interface designs to create Web assets ready for production in an HTML5 environment.
9. Correct images using adjustment layers in Photoshop to remove color cast and correct for skin tone.
10. Use adjustment layers in Photoshop to non-destructively edit images.
11. Use vector tools in Photoshop to create shapes and mask shapes.
12. Use raster tools in Photoshop to create and edit layer masks.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Kelley Gottschang	*Faculty Preparer*	*Sep 24, 2018*
Department Chair/Area Director:		
Ingrid Ankerson	*Recommend Approval*	*Sep 26, 2018*
Dean:		
Eva Samulski	*Recommend Approval*	*Oct 03, 2018*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Oct 30, 2018*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Nov 05, 2018*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Nov 06, 2018*