

GRD-220 | Web Graphics

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INSTRUCTOR

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COURSE DESCRIPTION

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This course will explore the design of graphics authored for Internet viewing. Applying skills developed in their foundation coursework, students will be introduced to web specific design considerations. Course will cover image optimization, using images as navigation devices, text as image, GIF animations, simple javascript and design principles for effective communication over the web. Primary applications are Adobe Photoshop/Image Ready and Dreamweaver.

GOALS

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- Provide participants with an overview of graphic content used on the internet.
- Provide an environment where participants can share ideas and experiences related to web design.
- Provide participants with instruction and guidance for the creation of web design components.

OBJECTIVES

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- To familiarize participants with creating various page background images. Students will also be introduced to optimizing an image into a GIF format.
- To familiarize participants with producing graphic content for websites, including photographs and text images.
- To familiarize participants with the design and construction of navigational components like buttons, tabs and bars. Simple Javascript rollovers will be created to activate some of the buttons.
- To introduce basic concepts of animation to participants. GIF animation techniques will be covered, including how to:
 - formulate animation sequencing;
 - compose frame by frame animation.
- To familiarize participants with the standards and characteristics of Internet banner advertisements.

COURSE EXPECTATIONS

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You will be asked to undertake the following activities to help you learn the subject matter of this course:

- Read from the book and/or online articles
- Watch demonstrations & podcasts
- Participate in group activities & discussions
- Complete module activities

This course is 3 credit hours and is taught over 16 weeks. You are expected to spend a total of 10-12 hours per module.

REQUIRED TEXTBOOK

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Professional Web Graphics, Matt Slaybaugh, Course Technology, 2001 (CD included). This is a MUST, the book contains tutorials and media files necessary to complete the course. You may order it through the ECC bookstore.

ATTENDANCE

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Attendance and punctuality are important. See the assessment section for details on how attendance affects your grade.

If you are absent:

- It is your responsibility to get a copy of any assignments or handouts either by downloading files from D2L/GoogleDocs or requesting them from a classmate to photocopy them yourself.
- It is your responsibility to submit any written assignments as a text or rich text document (.txt or .rtf) to the drop box for that unit. Since it is after the regular submission, you must send me an email to let me know it is in the drop box.

CLASSROOM BEHAVIOR

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Everyone is expected to be polite & civil to one another. Unacceptable behavior includes:

1. Name calling
2. Talking over the instructor
3. Disruptive behavior
4. Sitting through class projects without working

****Note: If the instructor determines a student's behavior is adversely impacting the learning environment, a student can be required to leave the class for the day and counted absent.**

Attendance factors into your final grade as well:

- 3 or less absences have no impact on your final grade
- 5 absences can lower your final grade 10%
- 6 or more absences can lower your final grade 20% and is cause for being dropped from the class.

COOPERATIVE LEARNING

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Group activities will frequently occur in this course. You will be expected to work cooperatively but will be assessed individually. Within the group, your participation, initiative, conflict resolution, work habits and leadership will be part of the individual assessment process.

CELL PHONES

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Set your cell phones and pagers to silent mode during class. If you need to respond to one during lab time, get up and leave the class. Be considerate of others.

COMMUNICATION

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Internet: The URL for my ECC faculty webpage is: <http://faculty.elgin.edu/psantiago/>

Email: ECC has assigned every student an email account. Our communication should be conducted with it. You can log on at <http://mail.student.elgin.edu> by using your AccessECC / D2L ID and password.

If you forget your PASSWORD or have any other difficulties getting onto D2L, go to:

<https://secure.elgin.edu/account/>

****Note: I cannot reset passwords or log ins. Make sure you can provide your ECC ID #. Maintaining access to D2L and your student email is your responsibility.****

DESIRE2LEARN

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We will use a course management system called Desire2Learn to enhance the face to face classroom experience, it is located at: <http://ecc.desire2learn.com>. The school provides a

username and password along with instructions to login. Internet connections are available in the computer labs around campus, as well as in the library. Some activities will be provided online ONLY, so you must be able to access and use D2L.

Drop Box: Assignments will be submitted to their appropriate drop box in Desire2Learn. Formatting of your files is important. Unless otherwise noted, the following formats are the standards for this course:

Text: .txt or .rtf

Images: .jpeg, .tif, .gif, .png or .svg

COURSE OUTLINE

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****Note: In recognition that each class is made of individuals that bring various skills and experience, the class schedule is tentative and subject to change at the instructor's discretion.****

Module 1: Web Graphic Basics

- Review types of images & resources
- Intro to Adobe Photoshop
- Using plug-ins in Photoshop
- Color correcting images and resizing
- Manipulate images for the web
- Files format types
- Saving graphics for the web

Module 2: Optimizing Images & Preparing a Photograph for the Web

- Scanning images
- Fixing problem scans
- Taking photographs
- Retouching photos
- Preparing cross-platform images
- Defining color for the web
- Best practices for the web
- Intro to Adobe Dreamweaver
- Web graphics with HTML basics
- Web graphics with CSS basics

Module 3: Creating and Using Background Images

- Using the painting tools
- Working with layers
- Using filters
- Designing logos
- Designing background images
- Working with small images
- Implementing favorite icons (favicons)
- Creating bullets and symbols

Module 4: Creating Buttons & Rollover Effects

- Designing buttons
- Shapes and paths
- Working with text
- Creating 3D effects
- Coding buttons with HTML
- Understanding how a rollover works
- Creating Rollover Effects with Photoshop
- Creating Rollover Effects with JavaScript

Module 5: Creating Animations for the Web

- Understanding animation
- Creating animations with Photoshop
- Saving animations in multiple formats
- Using animation on the web

Module 6: Creating Thumbnail Galleries

- Using actions
- Performing batch processing tasks
- Saving and sharing actions
- Creating thumbnail galleries
- Using other automate commands

Module 7: Creating Sliced Images

- Creating image slices
- Editing slices
- Setting slice options
- Creating sliced images manually
- Exporting sliced images for the web

COURSE ASSESSMENT & GRADING

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Rubrics for the mid-term project & final project will be available. Your final grade will consist of:

Module Activities	% Percentage
Participation	5%
Homework / lab	15%
Group activities / discussion	15%
Podcasts	15%
Mid-term project	25%
Final project	25%

Your final grade will be based on the following ranges:

% Percentage	Final Grade
90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
< 60	F

A letter grade will be assigned to your projects & learning activities and will correspond to the following ranges:

GRADE	% Percentage
A+	100
A	95
A-	90
B+	88
B	84
B-	80
C+	78
C	74
C-	70
D+	68
D	64
D-	60
F	50
IC	0

Quizzes will have numerical values and fall into the same percentage range as projects.

AMERICANS WITH DISABILITIES ACT

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Reasonable accommodations will be made for students with disabilities or special needs. The instructor can make special considerations regarding performance expectations and provide differentiated learning opportunities. Please see me immediately to make arrangements.