# Web Graphics

**GCMW 140, Section 51204**

**4 units**

**Web Graphics**

Summer, 2014

Instructors: Gregg Kelley and Lillian Payn, Ph.D.  
Gregg's contact: 760/744-4450 X 2452 — gkelley@palomar.edu  
Hybrid Online  
Lillian’s contact: 760/744-1150 X 3078 — lpayn@palomar.edu

- Class site ➔ [http://www2.palomar.edu/users/lpayn/140](http://www2.palomar.edu/users/lpayn/140)
- Syllabus ➔ [http://www2.palomar.edu/users/lpayn/140/syllabus.pdf](http://www2.palomar.edu/users/lpayn/140/syllabus.pdf)
- Tutorials ➔ [http://palomar.blackboard.com](http://palomar.blackboard.com)  
  (Logon: 9-digit ID number/Password: eServices PW)

## MODULE / DATE

<table>
<thead>
<tr>
<th>MODULE / DATE</th>
<th>ASSIGNMENT</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>1.1 — 6/17</td>
<td>o Course Overview • Fireworks Intro <em>(CIB Intro, Ch 1)</em></td>
<td>100</td>
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<td>o Course Participation (throughout the course)</td>
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<td>o NOW YOU DO IT: Hello post and Treat Certificate</td>
<td>50</td>
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<td>1.2 — 6/19</td>
<td>o Concepts: GUI / Tools <em>(Ch 2)</em> / Typography <em>(Ch 7)</em></td>
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<td>o NOW YOU DO IT: Good and Bad Design post and Type as Art Exercise</td>
<td>50</td>
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<td>2.1 — 6/24</td>
<td>o Concepts: Bitmap / Selections <em>(Ch 3, 4)</em></td>
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<td>o NOW YOU DO IT: Webliography post and GIFs vs. JPGs Exercise</td>
<td>50</td>
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<td>2.2 — 6/26</td>
<td>o Concepts: Vector <em>(Ch 5)</em></td>
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<td>o NOW YOU DO IT: Pen Tool / Icons Exercise</td>
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<td>3.1 — 7/1</td>
<td>o Concepts: Masking <em>(Ch 6)</em></td>
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<td>o NOW YOU DO IT: Print vs. Web Discussion Post and Banner Exercise</td>
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<td>3.2 — 7/3</td>
<td>o Concepts: Selections • Styles <em>(Ch 8)</em></td>
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<td>o NOW YOU DO IT: Background Tile Exercise</td>
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<td>o NOW YOU DO IT: Practice Simulation 1</td>
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6/16/14
### ASSIGNMENT POINTS

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<th>MODULE / DATE</th>
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| 4.1 — 7/8     | o Concepts: Symbols / Buttons / Rollovers *(Ch 9)*  
               o NOW YOU DO IT: Collaborative Graphic Design Post  
               o Project: Graphics Site Prototype – (100 points)  
                 (Documentation Plan 7/8 • Sketch Usability Testing 7/10  
                  • Graphics Site Home Page 7/15 • Graphics Site Linked Pages 7/17 • Prototype Production/Documentation 7/22) | 50 |
| 4.2 — 7/10    | o Concepts: Image Maps / Slices / Optimization *(Ch 10)*  
               o NOW YOU DO IT: eScavenger Hunt Post and Eiffel Tower Exercise  
               o NOW YOU DO IT: Sketch Usability Testing | 50 |
| 5.1 — 7/15    | o Concepts: Animated Gifs / Optimization *(Ch 11)*  
               o NOW YOU DO IT: Graphics Site Home Page | 50 |
| 5.2 — 7/17    | o Concepts: Prototyping *(Ch 12)*  
               o NOW YOU DO IT: Graphics Site Linked Pages | 50 |
| 6.1 — 7/22    | o Concepts: Accessibility  
               o NOW YOU DO IT: Prototype Production/Documentation  
               o NOW YOU DO IT: Practice Simulation 2 | 50 |
| 6.2 — 7/24    | o Concepts: Search Engine Optimization / Master Pages / Templates  
               o NOW YOU DO IT: WEB PAGE ASSIGNMENT: Style text with CSS Accessibility  
               o POST PROJECT + DOCUMENTATION / Presentations | 200 |

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**QUESTIONS**

Be sure to see if your question is answered in the FAQ’s (Frequently Asked Questions) linked at the top menu bar of the class site. Please post questions in the Blackboard Virtual Classroom Discussion area (Troubleshooting Forum in the Discussion Board. Everyone should help each other by sharing unique talents and experiences. Questions of a personal nature should be addressed via e-mail, telephone, or appointment with the instructors.

### GRADING SCALE

<table>
<thead>
<tr>
<th>GRADE</th>
<th>POINTS</th>
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<tr>
<td>A</td>
<td>1000 – 900</td>
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<tr>
<td>B</td>
<td>899 – 800</td>
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<tr>
<td>C</td>
<td>799 – 700</td>
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<tr>
<td>D</td>
<td>699 – 600</td>
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<tr>
<td>F</td>
<td>599 – 0</td>
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ADMINISTRATIVE NOTES

DUE DATES
You are urged to keep up with the daily assignments to ensure that you are getting a quality learning experience by participating with the entire community of learners in GCMW 140. 10% penalty for each late assignment.

Attendance in Blackboard Virtual classroom is required. Passive attendance is not learning. Please complete all assignments for the week in a timely manner. Incompletes are acceptable only under extreme circumstances. Pass/No Pass is a realistic option to prevent stress and frustration. Remember that a 4 unit course is equivalent to 96 hours of lecture/lab. Please, if you anticipate any conflicts, let's work out a sensible completion plan in advance.

Assignments are to be posted in Blackboard virtual classroom (requirements are specific instructions.

It is your responsibility to drop the class, not the instructor's.

6/16 — Semester begins
6/23 — Last day to drop course (without notation)
6/26 — Last day to change status (P/NP)
7/3 — Last day to withdraw from course (W)
7/24 — Semester ends

Student Services: Please let me know if you have any special needs or go directly to Student Services for assistance. The college has many resources to support your learning, too. College regulations for attendance, conduct, academic integrity, etc. apply to Graphic Communications courses, and can be found at http://www.palomar.edu/students

Register for a student e-mail account:
http://studentmail.palomar.edu/

PLEASE TURN OFF ALL CELL PHONES WHILE IN CLASS OR LABS!

ABSOLUTELY NO SOCIAL NETWORKING ONLINE DURING CLASS!

REQUIRED TEXTS

RECOMMENDED VIDEOS
ONLINE videos that are especially useful to online learners:
http://www.lynda.com

SOFTWARE
http://www.adobe.com is the software publisher
• You will learn Dreamweaver CS6 and integration with other applications such as Fireworks.
• You should use an Internet Connection with a browser such as Chrome (best for Blackboard).

OBJECTIVES
1. Apply GUI standards to Web layout and navigation.
2. Design and produce platform-independent graphics.
4. Select appropriate graphic file formats, e.g., GIF, JPG, etc.
5. Apply typography appropriately for the screen.
6. Implement various methods to produce Web graphics: camera, scanning, drawing.
7. Optimize line art and photo graphics for the Web.
8. Produce simple and multiple rollovers.
9. Produce image maps.
10. Slice graphics for faster loading and complex layout production.
11. Produce Motion Graphics.
12. Integrate Web graphics with Fireworks, Photoshop, Illustrator, Flash, Bridge, and Dreamweaver.
13. Compare and contrast Photoshop and Fireworks.
15. Collaborate to produce a graphics project with a community of learners.
16. Identify opportunities in the Graphic Design industry for Web development careers.

STUDENT LEARNING OUTCOME:
1. Develop a proposal for a Website.
2. Design a series of graphic comprehensives for a Website design.

METHODS
1. Demo tutorials.
2. Hands-on tutorials.
3. Questions and answers.
4. Assignments:
   a. Readings
   b. Exercises/Tutorials
   c. Projects
   d. Case studies