

**Course discipline/number/title: ART 1232: Web Design I****A. CATALOG DESCRIPTION**

1. **Credits:** 3
2. **Hours/Week:** 1 lecture, 4 lab
3. **Prerequisites (Course discipline/number):** None
4. **Other requirements:** None
5. **MnTC Goals (if any):** Goal 6/The Humanities-the Arts, Literature, and Philosophy

**B. COURSE DESCRIPTION:** This course is an introduction to designing for the web. Students will approach web design in this course within a visual design framework. Students will implement the Principles of Design by combining images, typography, color schemes, layouts, and branding to user interfaces that provide compelling visually interactive user experiences. This course explores the artistic visual aspects of web design. ART 1233 Web Design II follows this course with coding and technical implementation of web design projects.

**C. DATE LAST REVISED (Month, year):** February, 2022

**D. OUTLINE OF MAJOR CONTENT AREAS:**

1. Elements and Principles of Design
2. Historical and social context of web design
3. User experience (UX) and user interface (UI) interactive design principles
4. Web design and accessibility standards
5. Designing functional visual compelling layouts
6. Critical analysis of web design
7. Visual and interactive problem solving

**E. LEARNING OUTCOMES (GENERAL):** The student will be able to:

1. Design functioning visual artistic prototype solutions using the elements and principles of design.
2. Describe the historical and cultural context of web design.
3. Implement web design standards and accessibility standards in visual web design prototypes.
4. Critique the effectiveness and aesthetic merit of a sample of web design.

**F. LEARNING OUTCOMES (MNTC):**

Goal 6/The Humanities-the Arts, Literature, and Philosophy: The student will be able to:

1. Respond critically to works in the arts and humanities.
2. Engage in the creative process or interpretive performance.
3. Articulate an informed personal reaction to works of arts and humanities.

**G. METHODS FOR EVALUATION OF STUDENT LEARNING:** Methods may include but are not limited to:

1. Projects
2. Participation
3. Critiques and presentations
4. Written assignments
5. Group work
6. Exams and quizzes

**H. RCTC CORE OUTCOME(S).** This course contributes to meeting the following RCTC Core Outcome(s):  
**Critical Thinking.** Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

**I. SPECIAL INFORMATION (if any):** None