

Bergen Community College  
Division of Arts, Humanities & Wellness  
Department of Visual Art

**Course Designation, Number, and Title:**  
**ART-259 Computer Graphics for Web Development**

Date of Most Recent Syllabus Revision: \_\_\_\_\_  
Course Typically Offered: Fall X Spring X Summer \_\_\_\_\_ Every Semester \_\_\_\_\_ Other \_\_\_\_\_  
Syllabus last reviewed by: BCC General Education Committee \_\_\_\_\_ Date: \_\_\_\_\_  
(Most courses need review Ad Hoc Committee on Learning Assessment \_\_\_\_\_ Date: \_\_\_\_\_  
by only one of the following) Curriculum Committee: \_\_\_\_\_ Date: \_\_\_\_\_

**Basic Information About Course and Instructor**

Semester and Year: **Spring 2011**  
Course and Section Number: [e.g., ANT-101-001] **ART-259**  
Meeting Times and Locations: **W-317; Monday, 9:10-1:30**  
  
Instructor: **Asst. Prof. Claire McConaughy**  
Office Location: **W-314**  
Phone: **201-447-7621**  
Departmental Secretary: **Barbara Bliss 201-447-7143**  
Office Hours: **(Office located in room W-314) Tu 1:30-3:30, W 8:30-9am, Th 8:30-9am and by appointment.**  
Email Address: **cmcconaughy@bergen.edu**

**Course Description**

Official Catalog Course Description: **Art 259 Computer Graphics for the Web Developer** teaches the basics of designing and building websites using select software packages. Areas covered include basics of graphic design for the web, building websites, creating and optimizing images, understanding the internet, and troubleshooting technical problems.

List lecture hours, laboratory hours, and credits as applicable, e.g.,

  2   lectures,   2   labs,   3   credits

Prerequisites: **ART-189 Computer 2-d Illustration or ART-197 Computer Imaging**

**Student Learning Objectives:** As a result of meeting the requirements in this course, students will be able to

- use the tools, interface and capabilities of Dreamweaver.
- critically evaluate (aesthetically and technically) your own work and the work of others.
- design and build websites.

Assignments are evaluated based on achievement of technical concepts, attention to detail, and originality of approach.

Class participation is evaluated based on contributions to discussions, presentation of work and group interaction.

The major assessment types utilized in this course are class discussions, graded homework assignments, and a final project.

## Means of Assessment

The major assessment types utilized in this course are class discussions, graded homework assignments, mid-semester project and a final project.

## Course Content

The course is intended to introduce students to creating websites. Therefore, the course includes the following (mandatory) components:

1. Basics of Adobe Dreamweaver.
2. Image creation for the web using Adobe Photoshop and Adobe Illustrator.
3. Basic graphic design skills for the web.

## Special Features of the Course (if any)

Computer Graphics for Web Development will use Adobe Dreamweaver, Illustrator, Photoshop, and Flash CS5.

## Course Texts and/or Other Study Materials

The textbook is an excellent resource and will support your technical learning outside of the classroom.

“Visual Quickstart Guide Dreamweaver CS5” By Tom Negrino and Dori Smith; Peachpit Press  
ISBN-10: 032170357X  
Retail price \$22.99

A portable USB Drive with at least 2.0 GB of memory. You must back up all of your work. Approximate price \$18.00

## Research, Writing, and/or Examination Requirement(s)

Students will be expected to create a minimum of ten websites during the course of the semester. Eight of them will be homework assignments and the Mid-term and Final Projects will be larger, more expanded websites.

## Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course (graded homework assignments and final project) and on his or her overall mastery of the material covered in the course. A student's class participation will also be evaluated, and the grade thereon will be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade.

Grades follow these criteria:

A = Student whose work and work ethics display exceptional effort and care

B = Student displays good work ethic, completes assignments with thought and care

C = Average work and average effort

D = Student presents below average work and displays little effort in completing assignments

F = Student does not complete assignments and/or attend class

For final grading purposes:

- Homework and class projects 20%

• Class participation	20%
• Mid-semester project	30%
• Final project	30%

**Attendance Policy**

**BCC Attendance Policy:**

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Append a statement on the departmental/discipline attendance policy (if any).

Append a statement on the attendance policy for the course.

Attendance will be taken during each class period. Success in a studio art class is dependent upon the student's participation in the studio activities and interaction with other students. Skill and knowledge is acquired as much by doing and participating as it is by reading and responding. This cannot occur if a student is not in class. Therefore, three unexcused absences will result in the lowering of a full letter grade at the end of the semester. Late arrivals and early departures will be noted and count as a half of an absence. Frequent absence and/or tardiness will result in the failure of the course.

**Other College, Divisional, and/or Departmental Policy Statements** [optional but recommended]

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**Student and Faculty Support Services** [optional but recommended]

<b>Student and Faculty Support Services</b>		
The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 <a href="mailto:psimms@bergen.edu">psimms@bergen.edu</a>
Smarthinking Tutorial Service	On Line at:	<a href="http://www.bergen.edu/library/learning/tutor/smart/index.asp">www.bergen.edu/library/learning/tutor/smart/index.asp</a>
The Tutoring Center	Room L-125	201-447-7908
The Writing Center	Room L-125	201-447-7908
The Online Writing Lab (OWL)	On Line at:	<a href="http://www.bergen.edu/owl">www.bergen.edu/owl</a>
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 <a href="http://www.bergen.edu/oss">www.bergen.edu/oss</a>
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436

**Include a Course Outline and Calendar**

## Weekly Schedule

NOTE: Weekly schedule may occasionally change. It is the student's responsibility to check with the instructor or other students to get information they may have missed and to be prepared for the next class.

Week	Date	Topics
WEEK 1	Jan 24	Introducing DREAMWEAVER: Becoming familiar with the application and html coding
WEEK 2	Jan 31	Design: Analyzing Websites - Website Design and Architecture Dreamweaver Layout: Pages with text and images Dreamweaver: Links from text and images: Relative, Absolute, Mailto:, Anchor, Image Dreamweaver: File Management
WEEK 3	Feb 7	Dreamweaver: File Management REVIEW Dreamweaver: Layout using tables Design: Basic web design, Web do's and don'ts
WEEK 4	Feb 14	Dreamweaver: Layout using Photoshop and Illustrator Slices Dreamweaver: Rollovers and Disjointed Rollovers Dreamweaver: Insert Media (flv, animation from psd) Design: Navigation Design: Color and Typography
WEEK 5	Feb 21	Dreamweaver: Layout using AP Divs (Layers), using Tracing Images Dreamweaver: CSS (Cascading Style Sheets),
WEEK 6	Feb 28	Review: AP Divs, CSS Go over development of Mid-semester Project for design and technical problems Work time for Mid-Term Project
WEEK 7	Mar 7	Dreamweaver: CSS (Cascading Style Sheets)
WEEK 8	Mar 14	Mid-Term Project Due
	Mar 21	Spring Break – No Class
WEEK 9	Mar 28	Flash: Introduction to animation
WEEK 10	Apr 4	Dreamweaver: Inserting Media (Flash animated banners and video)
WEEK 11	Apr 11	Dreamweaver: SPRY Navigation and Widgets
WEEK 12	Apr 18	Dreamweaver: Behaviors and Other Fun Stuff
WEEK 13	Apr 25	Dreamweaver: Forms and Fields
WEEK 14	May 2	Publishing a Website Securing a Domain Name and Hosting
WEEK 15	May 9	Final Project Due