

WEB DESIGN & DEVELOPMENT PROGRAM

QS/WEB 100- TRENDS IN WEB DESIGN & DEVELOPMENT

Course Description

Explores contemporary subjects and current trends pertaining to web design. Emphasizes the roles of design and production techniques fundamental to web development.

General Course Purpose

This course is designed to educate the student about the changing trends in web design, with a focus on new

technology and standards, as well as design techniques that are most currently used in the industry.

Course Prerequisites/Co-requisites

Graduated from high school or have a GED

Course Objectives

- Upon completion of this course, the student should be able to:
- Understand the current trends in the industry
- Recognize and utilize changing trends to design practices
- Develop thinking processes related to past practices and apply it to current trends
- Recognize how the current trends should be implemented in designs
- Develop a Web Standards vocabulary
- Learn research skills

Major Topics to be Included

1. W3C (World Wide Web Consortium) standards
2. CSS Web Usability
3. Copyright laws
4. WWW responsibilities for updating and maintaining sites
5. Design trends
6. Code changes and trends
7. Error-proofing designs
8. Know Web Standards
9. Support Web Standards within designs
10. How to reference websites
11. 508 Compliance

QS/STS - 101 ACADEMIC & PERSONAL DEVELOPMENT

Course Description

This course is designed to assist students to be successful in the QSIT program. This course covers the skills needed to complete your academic goals, balance classroom work with personal responsibilities and be successful as a working professional.

General Course Purpose

This course is designed to educate the student about how to organize their time to successfully complete their course work. Learn the importance of working together with peers to build 21st century teaming skills that will support their growth, learning, and development. Provide student with information on how and why they should take advantage of Student Support Services at QSIT to address student's learning needs, concerns that may be challenging and effecting their learning.

Course Prerequisites/Co-requisites

Graduated from high school or have a GED

Course Objectives

Upon successful completion of this course you will be able to:

- Utilize enhanced critical thinking, time management and listening skills
- Understand and follow all the steps of the study skills process to manage course materials in all courses
- Prepare for future internship and job opportunities
- Work as a team with classmates to accomplish classroom tasks and presentations

Major Topics to be Included

- a) Working with computer software to create word documents, PowerPoints, emails, and saving files
- b) Navigating the internet and conducting legitimate research
- c) Documenting one's job and volunteer experiences
- d) Identifying potential employers; writing professional documents and letters that are applicable for employment
- e) Collaborating with students in the classroom setting
- f) Participate in a mock interview
- g) List personal values commitment, interpersonal skills
- h) Demonstrate problem solving and adaptability
- i) Establish relationships and resources inside and outside the work place
- j) Use a calendar to manage job responsibilities.

WEB DESIGN & DEVELOPMENT PROGRAM

QS/ART 112

INTRODUCTION TO GRAPHIC SKILLS

Course Description

Teaches basic studio skills and concepts while placing emphasis on concepts developed and problem solving when using traditional art material and computer techniques. The instructor uses current graphic software applications.

General Course Purpose

This course will provide the student with a basic understanding of and familiarity with computer technology equipment, materials art supplies, and methods for successfully executing problems in future course work.

Course Prerequisites/Co-requisites

Graduated from high school or have a GED

Course Objectives

Upon successful completion of this course, the student should be able to:

- Use and care of equipment and supplies properly
- Select the appropriate software and hardware to execute communication design concepts
- Describe and select the appropriate color scheme for print media.
- Use correct terminology for communication design
- Discuss ideas in a professional manner
- Apply professional presentation techniques

Major Topics to be Included

1. Multiple tools and techniques using current design software
2. Scanning basics
3. Introduction to typography
4. Centering and measuring/sizing and scaling
5. Color models (CMYK, RGB, and Hexadecimal)
6. Presentation techniques such as mounting and matting
7. File management as it relates to hardware and software
8. Professionalism as applied to critiques and class work

QS/ENG 160

READING & WRITING COMPOSITION

Course Description

Introduces students to critical thinking and the fundamentals of academic writing. Through the writing process, students refine topics; develop and support ideas; investigate, evaluate, and incorporate appropriate resources; edit for effective style and usage; and determine appropriate approaches for a variety of contexts, audiences, and purposes. Writing activities will include exposition and argumentation with at least one researched essay. Lecture 3 hours per week.

General Course Purpose

ENG 160 will prepare students for writing in the workplace through understanding the writing process and creation of effective texts.

Course Prerequisites/Co-requisites

Graduated from high school or have a GED

Course Objectives

- To produce an effective essay through an organized and coherent process.
- Explain, describe and inform in expository writing and identify the purpose of the mode of argument in persuasive writing.
- Analyze and investigate ideas and present them in well-structured prose appropriate to a particular purpose and audience.

Major Topics to be Included

1. Critical thinking
2. Selecting/Refining topics
3. Composing effective sentences and paragraphs
4. Developing, organizing, and supporting ideas
5. Investigating and evaluating resources
6. Incorporating appropriate resources into a text
7. Considering context, audience, and purpose

WEB DESIGN & DEVELOPMENT PROGRAM

QS/ART 213 COMMUNICATION DESIGN

Course Description

Studies the principles of visual communications as applied to visual communication design, which includes: print-based, web-based, screen-based media. Analyzes the influence of contemporary art on design. Part of this course is exploration of digital imaging and design composition.

General Course Purpose

This course is designed to provide the students the necessary knowledge for successful digital imaging and design composition within the visual communications field. It will explore design concepts that are relevant to image creation and document layout, as well as the current tools and technologies needed to accomplish this.

Course Prerequisites/Co-requisites

Graduated from high school or have a GED

Course Objectives

Upon completing the course, the student will be able to:

- Integrate design principles into visual communication projects
- Apply the fundamentals of current industry standard software
- Prepare digital files based on industry standards
- Produce digital imagery for visual communication
- Differentiate between raster and vector graphics
- Assemble digital files using appropriate technologies
- Utilize digital files for appropriate output
- Support critical critiques during class
- Design digital compositions

Major Topics to be Included

- a. Communicating with digital compositions
- b. Creation and editing software
- c. Color management
- d. Composition techniques
- e. Web preparation
- f. Print preparation
- g. Digital image composition
- h. Image source options

QS/WEB 220 DESIGN FOR THE WEB

Course Description

Introduces the basic elements of web page design: typography, imagery, and color, and examines how they are combined to create effective layouts. Teaches organization of materials, sketching and concept development, Website planning and various methods of construction.

General Course Purpose

This course is designed to educate the student in theories and concepts of design as it pertains to the development of web pages. The course is also designed to teach graphic skills and techniques necessary to create a web page.

Course Prerequisites/Co-requisites

High School diploma or GED. Familiarity with the computer and electronic graphic design are recommended.

Course Objectives

Upon completion of this course, the student should be able to:

- Design web pages using HTML and application software pertinent to web page design
- Develop an aesthetic and technical vocabulary related to web design.

Major Topics to Be Included:

1. Layout and design of a web page
2. Construction of a web page/web site
3. Consider browser limitations
4. Typography as applied to web design
5. Effective use of images
6. Utilize color in web design
7. Storyboard development

WEB DESIGN & DEVELOPMENT PROGRAM

QS/WEB 321 DESIGN FOR THE WEB II

Course Description

Continues to study design concepts introduced in Design for the Web I; concentrates on the addition of animation, sound, and interactivity to the web pages and explores advanced design problems.

General Course Purpose

This course is designed to further the student's education in design concepts, especially as pertains to the use of animation and interactivity on web pages. It will teach the skills and techniques necessary to create web based animations and interactive elements and embed them into web pages. This course will also provide an understanding of the aesthetics and techniques regarding the use of sound in web page construction.

Course Prerequisites/Co-requisites

Prerequisite: ART 120

Course Objectives

Upon completion of this course, the student should be able to:

- Learn to integrate animation, video, sound, and interactivity into web pages
- Produce a complex, functional, and well-designed web site integrating graphics, text, and animation
- Sound, video, and interactive elements if web design

Major Topics to Be Included

1. Basic understanding of dynamic HTML
2. Cascading style sheets
3. Animation
4. Grid design
5. Streaming audio and video
6. Cross-browser issues
7. Developing a checklist or questionnaire to address client expectations
8. Extended testing on different platforms

QS/WEB 430 ADVANCE DESIGN FOR THE WEB

Course Description

Presents advanced features of web design and technology used by designers. Explores advanced design problems. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

General Course Purpose

This course is designed to advance the student's education in design concepts, especially on how it applies to the current trends in the field. It will expand on the necessary skills and tools needed to be successful in creating interactive web-based designs. This course will explore more front-end user interface design concepts and applications.

Course Prerequisites/Co-requisites

Prerequisites: WEB 220 and WEB 321.

Course Objectives

Upon completion of this course, the student will be able to:

- Integrate design aspects into a complex web site
- Design a complex, functional interactive site
- Communicate design concepts through front-end user requirements
- Analyze design and interactive concepts based on user interaction
- Integrate emerging technologies into front-end user designs

Major Topics to be Included

1. Current design trends
2. Front-end user interface design requirements
3. Advanced HTML
4. Advanced cascading style sheets
5. Interactivity
6. Interactive, web-based designing
7. Accessibility in designing user interfaces

WEB DESIGN & DEVELOPMENT PROGRAM

QS/MKT 310 INTRODUCTION TO MARKETING

Course Description

The course presents an overview of marketing principles, concepts, management strategies and tactics, along with the analytical tools, used by organizations in the creation of a marketing plan to promote ideas, products, and/or services to selected target groups. It also, examines entrepreneurial, global and e-marketing practices in today's business environment.

General Course Purpose

Introduce students to the discipline of marketing, the need to create customer value and customer relationships in the marketplace. Critical thinking and technology will be emphasized as the student examines new and traditional methods of creating customer value and developing customer relationships using the Internet as one of the many tools available.

Course Prerequisites/Co-requisites

WEB 100, STS 100

Course Objectives

Upon completion of this course, the student will be able to:

- Define successful marketing strategies and explain why.
- Use the Internet to locate information, research companies, target potential market opportunities and create sales
- Explain how marketing activities interface with other organizational functions.
- Evaluate marketing activities to create customer value.
- Develop solid customer relationships.
- Compare the role of marketing in the domestic and global economies.
- Explain the role of social responsibility and ethics in marketing.

Major Topics to be Included

1. A focus on customer relationships and value
2. Linking marketing activities and successful corporate strategies
3. The changing marketing environment, social responsibilities and ethics
4. The tools of marketing in a global marketplace
1. Target marketing opportunities
2. Satisfying marketing opportunities
3. Physical distribution
4. Pricing strategies and procedures
5. Managing the marketing process
6. Electronic marketing
7. Optional Topics to be Included
8. Legal aspects
9. Career exploration
10. Personal marketing
11. Marketing plan

WEB DESIGN & DEVELOPMENT PROGRAM

QS/WRS 600

WORKFORCE READINESS SKILLS

Course Description

This course focuses on topics which will assist a student in transitioning to a job in a professional environment, through the introduction of 21st Century job readiness skills.

General Course Purpose

This course teaches skills that the National Association of College and Employers (NACE) has delineated as a priority to employers.

Course Prerequisites/Co-requisites

High School Diploma or GED, and Typing 25 WPM

Course Objectives

Upon completion of this course, the student should be able to demonstrate their understanding of a wealth of information as discussed in the NACE program. Thus, students will be able to:

- Demonstrate digital and financial literacy
- Create a resume, cover letter & career plan
- Understand effective communication with peer, employer, and customers.
- Understand professionalism and work ethics
- Understand networking, time & task management
- Demonstrate team work

Major Topics to be Included

- a. Budgeting, paying bills, direct deposit, taxes and 401K planning
- b. Documents, presentations, email, and saving files
- c. Navigating the internet and conducting research
- d. Documenting job and volunteer experiences
- e. Identifying potential employers; writing professional documents and letters that are applicable for employment
- f. Completing an interest inventory sheet and assessing results using WIZARD

- g. Collaborating with people
- h. Participate in a mock interview
- i. Demonstrate problem solving and adaptability
- j. Calendar appointments & job responsibilities

NOTE:

The requirements for the Web Design and Development Program include the successful completion of all courses associated with the Web Design program AND the following three courses:

- ART 311 – Branding & Strategies
- ART 315 – Portfolio Development
- WEB 401 – Web Design & Development Studio Lab

WEB DESIGN & DEVELOPMENT PROGRAM

QS/ART 315 PORTFOLIO DEVELOPMENT

Course Description

This course is designed for students to work independently to create and organize a breadth of work consisting of a matrix of skills developed from courses taken in the Visual Communication/Web Design program course offerings, job/internship and/or volunteer work.

General Course Purpose

To develop and focus on creating a portfolio which highlights Graphic design and Coding skills learned in the Web Design program. This body of work will be geared towards the career/job the student plans to pursue. Students work should reflect that they are critical thinkers, able to communicate effectively, creative, also research/project driven. At the end of this course students in the Portfolio Development course (Independent Study) will celebrate the completion of their time in the program by displaying work for the community to view.

Course Prerequisites/Co-requisites

MKT 310 and is interested in the Web Design Certificate program or equivalent experience.

Course Objectives

Upon successful completion of this course, students will have:

- Organized work as recommended
- Manage content
- Proofread for errors
- Create a variety of theme driven work, eg., Social responses
- Create professional looking work
- Focus work around desired occupation
- Create a variety of online offline portfolios

Major Topics to be Included

- a) Portfolio development and Format
- b) Professionalism
- c) Researching the desired industry
- d) Networking and collaborating
- e) Chronologically and Functionally
- f) Identifying competencies
- g) Role playing using your interview portfolio
- h) CD vs. online portfolios, a visual portfolio and a Curriculum Vitae (CV) resume

QS/WEB 401 WEB DESIGN & DEVELOPMENT STUDIO LAB

Course Description

This is for the student who is near the completion of the Web Design Certificate program. With the assistance of your instructor, you will focus on building a full site and creating a portfolio of your work. You will work on your own, while planning the site's design, architecture and search engine. You have the opportunity to decide on your own project, or choose one proposed by your instructor.

General Course Purpose

To develop one's own website and create a portfolio to show the breadth and depth of your creative and technical ability.

Course Prerequisites/Co-requisites

MKT 310 and is interested in the Web Design Certificate program or equivalent experience.

Course Objectives

Upon successful completion of this course, students will be able to:

- Design a full web site
- Show a breadth of work in graphics and web development
- Work collaboratively with one's instructor
- Work independently demonstrating one's ability and confidence in the Web field

Major Topics to be Included

- a) Planning and design
- b) Architecture of a site
- c) Search engine optimization

QS/ART 311

BRANDING AND STRATEGIES

Course Description

This course helps students to design and create brands. Guest Web Designer/Developers in the community will share successful strategies and help to provide a framework for what brands mean and how they are organized.

General Course Purpose

To develop logos and brands to help create an identity for a company. Research and discover best practices for successful business development to serve a growing entrepreneur community as a designer.

Course Prerequisites/Co-requisites

MKT 310 and is interested in the Web Design Certificate program or equivalent experience.

Course Objectives

Upon successful completion of this course, students will be able to:

- Use design tools to create symbols and images.
- Storytelling to create emotionally connective and meaningful brand tools.
- Effective cause marketing, communications and strategic partnerships.

Major Topics to be Included

- a) How to plan and design to create a brand
- b) Current trends in successful marketing
- c) Communication as a tool through effective design
- d) Web partnerships that can help build and track potential customers

