

Common Course Outline
CGVC 247
Design for Screen-Based Media II
3 Semester Hours

The Community College of Baltimore County

Description

CGVC 247 – 3 Credits – Design for Screen-Based Media II builds upon the skills learned in CGVC 167 and introduces advanced screen-based media authoring techniques. Emphasizes planning, design, and the concepts required for creating prototypes targeted to a specific audience using the project development life cycle.

3 credits; 2 lecture hours and 2 laboratory hours per week

Prerequisite: CGVC 167 or permission of program coordinator

Overall Course Objectives

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

1. design and develop visually sophisticated screen-based media that follows current usability and authoring practices;
2. create and integrate interactive multimedia assets into screen-based applications;
3. understand, create, and apply cascading style sheets (CSS) for markup and layout across multiple platforms;
4. define professional development processes and team roles on a creative interactive team;
5. design a site with multiple screen delivery methods;
6. embed a variety of media using the latest plug-ins within an XHTML document;
7. define accessibility and its impact on the design of professional screen-based applications;
8. place, edit, and effectively use Meta data for file organization and search engine optimization;
9. describe and apply the different levels of interactivity;
10. organize the hierarchical content as it relates to the document object model;
11. design and develop team-based interactive prototypes for client review.

Major Topics

- I. Web Standards
 - a. XHTML
 - b. CSS
 - c. DOM
 - d. DHTML
- II. Multimedia assets
 - a. Further exploration of time-based authoring tools
 - b. Multi-tier navigation
 - c. Hybrid site design
 - d. Embedding multimedia assets using plug-in technologies

- e. Intro to scripting languages
- III. Cascading style sheets
 - a. Writing and applying advanced CSS rules
 - b. Multi-column screen layout
 - c. Creating CSS for multiple methods of delivery
 - d. Understanding browser models and formatting
- IV. Interactive team roles and responsibilities
 - a. Director level
 - b. Designer level
 - c. Client expectations
- V. Accessibility
 - a. 508a compliance
 - b. Web accessibility initiative
 - c. Integrating the web accessibility guidelines while creating effective designs
- VI. Meta data and information
 - a. Effective design for search engine optimization
 - b. Keywords and descriptions
 - c. Efficient writing for the web
- VII. Levels of interactivity
 - a. Linear structure
 - b. Non-linear structure
 - c. Visual narrative
- VIII. Prototyping
 - a. Alpha
 - b. Beta
 - c. Release candidate
 - d. Presenting to a client for review
 - e. Sign-offs and scheduling
 - f. Updating

Course Requirements

Grading/Exams: Grading procedures will be determined by the individual faculty member but will include the following:

- At least 2 full web site projects, 1 focusing on team roles that includes a written proposal
- A final website presentation and critique

Other Course Information

CGVC 247 is a required course for the Computer Graphics and Visual Communication Interactive Design degree and certificate options.

This course is taught in a computerized environment.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.