

**Common Course Outline**  
**ARTD 236**  
**Design for Screen Based Media**  
**3 Semester Hours**

**The Community College of Baltimore County**

**Description**

**ARTD 236 – 3 Credits – Design for Screen-Based Media** explores the application software, concepts, and skills required to design and create screen-based media. Topics include hypertext markup language, image preparation, web site organization, and effective interface design using a variety of authoring software packages. Creativity and effective visual design are emphasized.

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

**Prerequisite: ARTD 109 and ARTD116 or permission of program coordinator**

**Overall Course Objectives**

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

1. produce XHTML code using effective development techniques;
2. create logical mark up using an efficient hierarchical structure;
3. utilize Cascading Style Sheets (CSS) to increase visual consistency within a web site;
4. format text and define page attributes with and without CSS;
5. create and edit absolute and relative document links;
6. use templates and/or compartmentalized design strategies for consistency of content;
7. create efficient graphics for the screen using image-editing applications;
8. design logical and intuitive navigation structure using visual cues;
9. incorporate audience-specific design to screen applications;
10. develop criteria for evaluating the design and functionality of Web sites;
11. use Web-based resources for site design;
12. upload and edit files on a Web server;
13. create and integrate interactive multimedia assets into screen-based applications, and
14. identify majors steps in the project development life cycle.

**Major Topics**

- I. XHTML basics
  - a. Viewing source code
  - b. Tag styles and syntax
  - c. Creating a basic XHTML document
- II. Efficient hierarchical structure
  - a. Format content using efficient ordering and structure
  - b. Applying basic text formatting with and without CSS
- III. Understanding non-linear structure
  - a. Creating and editing hyperlinks
  - b. File and folder management for all project assets

- c. Compartmentalized design strategies for use with templates
- IV. Images for the screen
  - a. Files formats and optimization strategies
  - b. Essential versus extraneous visual information
  - c. Static and motion-based resources
- V. Navigation
  - a. Visual navigation metaphors
  - b. Best practices for efficient usability
  - c. Task versus goal navigation
- VI. Considering your audience
  - a. Demographics as it relates to the web
  - b. Multi-audience design strategies
  - c. Browsers and platforms
- VII. Usability testing
  - a. Focus groups
  - b. Code validation
  - c. Critiquing the overall design
- VIII. Understanding web publishing
  - a. Seeing the Web as a network
  - b. Hosting
  - c. Local versus remote files
- IX. Creating multimedia assets
  - a. Intro to time and/or frame-based authoring tools
  - b. Integrating Web-based motion assets
- X. The project life cycle
  - a. Team roles and responsibilities
  - b. Current life cycle models

### **Course Requirements**

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

- At least 4 lab activities
- At least one mid-term and final project
- A written paper on a new/emerging web-based technology

### **Other Course Information**

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.