

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
ART 116 – DESIGN FOR THE WEB I (3 CR.)**

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, site planning and various methods of construction. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

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/Corequisites

No prerequisites. 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 as well as application software pertinent to web page design
- develop an aesthetic and technical vocabulary as it relates to web page and web site design

Major Topics To Be Included

- Layout and design of a web page
- Construction of a web page/web site
- Considering browser limitations
- Typography as applied to web page design; how it differs from/relates to design for print
- Effective use of images
- Effective use of color
- Storyboard development