## Course Outline

<table>
<thead>
<tr>
<th>Course Prefix &amp; No.:</th>
<th>WEB200</th>
<th>Title: <strong>Theory of Web Design</strong></th>
<th>Credits: 4</th>
</tr>
</thead>
</table>

**Division:** BITCA  
**Program/Department:** IT

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<thead>
<tr>
<th>Maximum Class Size:</th>
<th>27</th>
<th>Course length: 11 weeks</th>
<th>Prerequisite(s): WEB110 w/ 2.0 or better and concurrent enrollment in WEB 120</th>
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**Total Contact Hours:** 44  
**Lecture:** 44 (11 h. = 1 cr.)  
**Lab:** (supervised; 22 hrs. = 1 cr.)  
**Clinical:** (unsupervised; 33 hrs. = 1 cr.)

**Mode(s) of Delivery:**
- ☒ On campus self-contained  
- [ ] Correspondence  
- [ ] Telecourse  
- [ ] Online instruction  
- [ ] Hybrid (e.g., online and on campus)  
- [ ] Other (please describe):  

**Course Description**

This course gives an overview of the basic principles and practices of professional web site design, including site structure, page layout, navigation, color theory, typography and best coding practices.

**Course Goals**

The students will design and develop a website for a small to medium sized business while focusing on site structure, page layout, navigation, color theory, typography and best coding practices. This class will provide the student with a case study and website portfolio piece to present to potential employers.

**Learning Outcomes**

As a result of taking this course, students will be able to:
- Develop a successful underlying structure of a website  
- Create a solid navigational foundation for a website  
- Design readable pages with appropriate content layout  
- Create aesthetically pleasing website designs via the use of typography and color theory  
- Make informed decisions pertaining to the selection and use of appropriate multimedia based on the user audience

**Program/AA/AS Outcomes**

This course addresses the following program or degree outcomes:
- 

**Topical Outline and/or Major Divisions**

1) Site Structure  
   - Site Architecture

2) Page Layout  
   - Grey Models

3) Navigation Design  
   - Navigation Designs

4) Content Design  
   - Content Design (Wireframes)

5) Typography  
   - Typography Designs

6) Color Theory & Design
<table>
<thead>
<tr>
<th>Distribution Area</th>
<th>Select One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Information</td>
<td>CRC Use Only Special Designation (s)</td>
</tr>
<tr>
<td></td>
<td>QSR</td>
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</tbody>
</table>

Outline Prepared by: Mike Sinkula

Date: 02/04/08
Additional Information

All new courses and major revisions:

Review the Seattle Central Community College Mission and Values and Learning Outcomes (see left menu bar at http://seattlecentral.edu/sccc/) and respond briefly (150-300 words each) to the following:

**Mission and Values**: How does the course support the college’s Mission and Values?

**Responsive**: Course addresses industry employment requirements.

**Innovative**: Course utilizes technology based instruction

**Assessment**: Briefly explain how you will know students have achieved the course specific and college wide or program outcomes you have identified for the course.

Through lectures and assignment exercises, students will gain a hands on experience to design and build a successful website that looks pleasing, is usable and adheres to industry standards. Skills will be reflected in final projects

**Mode Statement** (required for all modes other than face-to-face):

Explain how the course outcomes will be met in the proposed mode(s):

Required if special designations are requested:

For each designation requested explain how the course will meet the designation criteria found at http://seattlecentral.edu/users/crc/page.php?page=409.

**Designation Requested**: Select designation (optional) Statement: