



SDES9762 Graphic Design for the Web

Term T2, 2020

Course Information

Units of Credit: 6

Course Overview

Course Description

Fully Online Delivery Term 2 2020

Some adjustments have been made to this course to allow for fully online delivery during the COVID-19 situation. Please refer to the Resources section at the back of this document for more information about materials and resources required to complete this course outline.

This course will take you through processes of researching, planning and designing the architecture of a website. You will learn how the planning detail and graphic design of web-pages directly relates to the way users interact and experience websites, ultimately determining their effectiveness and functionality. Based on the 'architecture' plan for the website, you will complete production of graphic designs for a series of web-pages.

Assessment tasks require you to plan and apply your graphic skills to the design of websites that provide an internet presence for non-profit agencies and people in need. By the end of the course you will have completed the graphic design of an entire website, and have the conceptual and practical skills, and confidence, to develop further web designs.

You will need at least a basic understanding of Adobe Photoshop before enrolling in this course. Students do not need any knowledge of web-programming. In addition, to undertake this course students should have completed, or have, at least one of the following:

- Knowledge and skills in graphics media design and processes or equivalent
- 48 UOC in Design related courses
- SDES6740 Introduction to Graphics Media

Course Learning Outcomes

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

1. Develop appropriate concepts based on analysis and experimentation for website design.
2. Design a site map that relates to the perceived needs of the users of the proposed new website.
3. Develop design concepts and an effective design in response to a specific project brief.
4. Demonstrate an appropriate level of detailing and design skills in the development of the web-page designs.

Teaching and Learning in this Course

This courses uses a variety of teaching approaches:

Blended/online

- Review – Assessment / Feedback Tool
- Collaborate Ultra in Moodle – Virtual Classroom
- Microsoft Teams - Teamwork Hub and Group Chat Platform
- Moodle - Learning Management System

Assessment

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 1	Elements and principles of web design	50%	Design Studio Work
Assessment Task 2	Resolved website	50%	Project

Resources

You need to have access to Adobe CC, in particular: Adobe Photoshop, Adobe Illustrator and Adobe XD.

Books

Anderson, Ruth Ann (2006) *Exploring the art and technology of web design*. Clifton Park NY: Thomson Delmar Learning.

Bruinsma, Max (2003) *Deep sites: Intelligent innovation in contemporary web design*. London: Thames & Hudson.

Cato, John (2001) *User-centred Web Design*. Harlow: Addison-Wesley.

Heller, Steven (2001) *The Education of an E-Designer*. New York: Allworth.

Jacobson, Robert (ed.) (2000) *Information Design*. Cambridge, MA and London: MIT.

Sklar, Joel (2006) *Principles of Web Design*. Cambridge, MA: Thomson Course Technology.

Swanson, Gunnar (ed.) (2000) *Graphic Design & Reading: Explorations of an uneasy relationship*. New York: Allworth.

Wurman, Richard Saul (1989) *Information Anxiety*. New York: Doubleday. Chapter 2.

Articles

Matthews, Brian (2009) "Web design matters," *Library Journal*, vol, 134(3), p.24-25.