Web Design & Interactive Communication
DIPLOMA – 48 CREDITS

QUARTERS 1-2

FND135
Image Manipulation

GWDA103
Digital Illustration

GWDA111
Introduction to Layout Design

GWDA112
Typography – Traditional

GWDA123
Programming Logic

GWDA132
Information Architecture

GWDA133
Fundamentals of Web Design

GWDA273
Intermediate Web Design

QUARTERS 3-4

GWDA202
Interface Design

GWDA209
Portfolio

GWDA213
Timeline Animation & Interaction

GWDA243
Object-Oriented Scripting

GWDA283
Advanced Web Design

GWDA303
Interactive Motion Graphics

GWDA382
Design for Mobile Devices

Elective

PROGRAM FOCUS

GENERAL EDUCATION

START DATE

LENGTH OF QUARTER

BREAKS BETWEEN QUARTERS

APPROX. HOURS IN CLASS PER WEEK

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

See ge.artinstitutes.edu/programoffering/3094 for program duration, tuition, fees, and other costs, median debt, salary data, alumni success, and other important info.

STUDENT CONSUMER INFORMATION:
http://www.artinstitutes.edu/denver/student-consumer-information/overview.aspx

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school. 06/2015

The Art Institute of Colorado is accredited by the Higher Learning Commission and is a member of the North Central Association (NCA) (320 S. LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, 1.800.621.7440, www.ncahlc.org). The institution’s accreditation was reaffirmed for the maximum ten-year period and placed on Notice status by HLC on July 9, 2013.
Web Design & Interactive Communication (D)

COURSE DESCRIPTIONS

FND135
**IMAGE MANIPULATION**
In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.
Prerequisite: None
Credits: 3

GWDA103
**DIGITAL ILLUSTRATION**
This course advances the students understanding of the computer as an artist tool. Building on previous courses in drawing, concept development and introductory computer aided design; students will be asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results.
Prerequisite: None
Credits: 3

GWDA111
**INTRODUCTION TO LAYOUT DESIGN**
This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from thumbnails to comprehensive, layout, and the use of grid systems for multi-component layouts.
Prerequisite: GWDA112
Credits: 3

GWDA112
**TYPOGRAPHY – TRADITIONAL**
This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.
Prerequisite: None
Credits: 3

GWDA123
**PROGRAMMING LOGIC**
Students acquire basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. The course addresses sound programming practices, structured logic, and object-oriented concepts, including methods, properties, events, and handlers.
Prerequisite: GWDA133
Credits: 3

GWDA132
**INFORMATION ARCHITECTURE**
An introduction to the concepts and processes of planning interactive projects that solve business and user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, layouts and labeling systems that best address these needs. They prepare and present a professional information architecture proposal.
Prerequisite: GWDA133
Credits: 3

GWDA133
**FUNDAMENTALS OF WEB DESIGN**
An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic web site production stages and requirements such as naming conventions, file organization, project development life cycle, and image optimization are also covered.
Prerequisite: None
Credits: 3

GWDA202
**INTERFACE DESIGN**
An exploration of the synthesis of visual and information design principles. This course will examine the conceptual and practical design of interfaces. Students discuss interface design heuristics and user interface patterns and explain their importance. The components of the interface design process such as sketches, mood boards, wireframes, visual comprehensives, and prototypes are executed.
Prerequisite: GWDA111
Credits: 3

GWDA209
**PORTFOLIO**
This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.
Prerequisite: GWDA273
Credits: 3

GWDA213
**TIMELINE ANIMATION & INTERACTION**
Use timeline animation in the development of interactive interfaces and experiences. Concept development and storyboarding will be explored. Designing and delivering low-bandwidth animations, presentations, and web sites will be explored, as well as, basic scripting capabilities. The course covers design, standards, procedures, and delivery. Emphasis is placed on industry standards, ensuring compatibility (browser/ platform), and developing a complete product from concept to delivery.
Prerequisite: FND135
Credits: 3

GWDA243
**OBJECT-ORIENTED SCRIPTING**
Students will be introduced to JavaScript utilizing the Document Object Model. Refining and enhance programming skills will be employed. The student gains experience developing advanced applications using specific computer languages.
Prerequisite: GWDA273
Credits: 3

GWDA273
**INTERMEDIATE WEB DESIGN**
Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi-column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content.
Prerequisite: GWDA133
Credits: 3

GWDA283
**ADVANCED WEB DESIGN**
An exploration of advanced methods for styling websites and creating page layouts. This course will examine the practical application of styling web page content, understanding cross-browser compatibility, and creating designs that display effectively on various devices.
Prerequisite: GWDA273
Credits: 3

GWDA303
**INTERACTIVE MOTION GRAPHICS**
Students expand on the narrative structure in a time-based environment. The advanced principles and practices of digital audio & media in an interactive design setting are explored. Preparing and using current digital audio and video programs, for delivery online is employed. Emphasis is placed on the implementation via scripting in an interactive authoring application.
Prerequisite: GWDA273
Credits: 3

GWDA382
**DESIGN FOR MOBILE DEVICES**
Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.
Prerequisite: GWDA202
Credits: 3