ADVANCED DESIGN TECHNIQUES
Course Syllabus

Course Number: MDIA-0044          OHLAP Credit: Yes
OCAS Code: 8155
Course Length: 120 Hours
Career Cluster: Information Technology
Career Pathway: Interactive Media
Career Major(s): Motion Graphics Artist

Pre-requisite(s): Design Tools & Electronic Marketing Strategies

Course Description: Students will enhance web design and animation skills as they master design techniques and methods that will empower them to become accomplished web designers as they bring ideas to life. (Principles of Animation can substitute for this course in the Animator, 3D Animator, 3D Modeler, and Motion Graphics Artist Career Majors).

Textbooks: TBA

Course Objectives: A. Demonstrate Knowledge of Advanced Design Techniques
1. Demonstrate advanced design techniques to implement dynamic Sites including scrolling text, dynamic slideshows, feedback forms, preloaders, styling dynamic text with CSS, and sending e-mail from a web form.
2. Complete advanced web design projects with limited supervision.
3. Successfully participate in a teamwork environment to produce interactive media.
4. Define scope of work to achieve individual and group goals.
5. Develop time and activity plan to achieve objectives.
6. Incorporate dynamic elements into site design.
7. Produce interactive elements for website.
8. Apply immediate scripting techniques for interactive design.
9. Explain and implement Web design concepts, including page layout, multimedia, font and color selection, graphic images, audience usability, file hierarchy, and navigation.
10. Manage website development processes.
11. Develop a web strategy with goals and tactics to support it, and implement techniques such as mind mapping and site metaphor concepts.
12. Select and implement basic Web technologies, such as XHTML tables and frames. Metadata and Cascading Style Sheets.
13. Describe and implement advanced Web technologies, such as scripting languages, Dynamic HTML, ActionScript, Extensible Markup Language (XML), server-side technologies, Java applets, and plug-ins.
14. Identify the Internet governing organizations.
15. Understand how to research Internet standards and register a domain name.
17. Compare in-house website hosting to hosting with an Internet Service Provider.
18. Troubleshoot and publish sites to the Web using various tools and techniques.
19. Describe various assistive technologies.
20. Identify types of disabilities and the problems associated with accessing the Web.
21. Identify accessibility guidelines as they relate to XHTML forms, frames, images, image maps, tables, text, lists, lines, multimedia, metadata, and languages.
22. Demonstrate knowledge of WAI guidelines and the resources available from the WWW Consortium.
23. Identify accessibility techniques used with cascading style sheets (CSS).
24. Describe the tools available for evaluation and the repair of website accessibility.

ODCTE objectives

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.