Course Number: WDES-0145
OHLAP Credit: No
OCAS Code: 8216
Course Length: 120 Hours
Career Cluster: Information Technology
Career Pathway: Interactive Media, Digital Media
Career Major(s): Web Design, Media Producer

Pre-requisite(s): Business and Computer Tech OR Fundamentals of Technology

Course Description: Students will be immersed in the basic elements of design and composition including typography, color, and information design. Students also focus on enhancing their creativity by producing graphical assets that incorporate design principles.

Textbooks:

Course Objectives:

A. Demonstrate Knowledge of Layout Design Techniques
   1. Explain the purpose of design and the critical steps in the design process.
   2. Develop strategies for creating original web design layouts and content.
   3. Create useable and compelling web site layouts that enhance the branding of the company and target the intended market.
   4. Explore the use of color and typographic principles to enhance a web site interface.
   5. Compare and contrast web designs and provide constructive criticism based on design principles.
   6. Implement phases of project management in the production of a web site layout.
   7. Locate images to implement into design layouts without infringing on copyright laws.

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%.
<table>
<thead>
<tr>
<th><strong>Description of Classroom, Laboratories, and Equipment:</strong></th>
<th>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.</th>
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</thead>
<tbody>
<tr>
<td><strong>Available Certifications/College Credit:</strong></td>
<td>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.</td>
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<td><strong>College Credit Eligibility:</strong></td>
<td>The student must maintain a grade point average of 2.0 or better.</td>
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