

# WEB DESIGN (AAS)

## Associate of Applied Science

### Career-Technical Program

#### Interest Areas:

Arts, Comm. and Humanities

Business Admin. and Management

The Web Design program provides students with knowledge of how to design prototype and create compelling business, informational, educational and self-promotional websites. Students will use HTML, CSS, JavaScript, and other web technologies to create designs that meet professional standards for visual design content, user interactivity, usability, and accessibility. Students will produce designs that communicate structured hierarchies of information using industry-standard software applications. The first year of the program consists of fundamental graphic design courses. The second year of the program focuses on modern design skills for web professionals.

Program Website ([https://www.nic.edu/programs/viewprogram.aspx?program\\_id=81](https://www.nic.edu/programs/viewprogram.aspx?program_id=81))

### Program Requirements

Course	Title	Credits
<b>Semester 1</b>		
GDES-102	Survey of Graphic Design	3
GDES-130	Introduction to Apple Operating System (Mac OS)	1
GDES-131	Adobe Illustrator - Vector Graphics	3
GDES-141	Web Development Basics	3
ENGL-101	English Composition	3
GEM 3 - A.A.S. Mathematical Ways of Knowing		3-5
	Credits	16-18
<b>Semester 2</b>		
GDES-120	Typography	2
GDES-132	Adobe Photoshop - Raster Graphics	3
GDES-221	Graphic Design I	3
GDES-255	Design Concepts for the Web	3
COMM-101	Introduction to Speech Communication	3
	Credits	14
<b>Semester 3</b>		
GDES-222	Graphic Design II	3
GDES-225	Introduction to Digital Video	3
GDES-245	User Experience Design and Usability	3
GDES-247	Social Media Design Strategies	2
GDES-260	Development for Mobile Devices	3
COMM-233	Interpersonal Communication	3
	Credits	17
<b>Semester 4</b>		
GDES-258	Dom Scripting for Designers	3
GDES-261	Applied Web Development	3
GDES-283	Portfolio Development	3
GDES-290	Graphic Design Internship	3
A.A.S. Institutionally Designated		3
	Credits	15
	Total Credits	62-64

### Course Key



GEM



WCHE



AAS  
Institutionally  
Designated



Gateway



Milestone

### Program Outcomes

Upon completion of the program, students will be able to:

- Demonstrate appropriate work relationships and habits, communication skills, and computation skills used in the web design industry.
- Apply the principles of visual organization, composition, information hierarchy, symbolic representation, typography, and aesthetics to communication problems in order to create, develop and construct meaningful images.
- Use, integrate and gain fluency in the technical skills required of Web Designers through use of W3C standards, HTML, XHTML, HTML 5, Cascading Style Sheets, graphics and web animation.
- Apply technical and conceptual expertise in the creation of Web designs.
- Demonstrate, apply, and evaluate the principles of Web and interface design.
- Demonstrate the ability to present and critique concepts and designs and incorporate critiques into industry-ready Web designs.
- Make informed decisions about social and environmental issues, including ethical issues, concerning current web design, copyrights laws, and publishing.
- Apply basic business practices as they relate to real world design applications, including the ability to organize design projects and work productively as an individual, and as a member or leader of a web design team.

In addition to the program outcomes, students will meet the following North Idaho College General Education (GEM) Requirements: Written and Oral Communication; Mathematical Ways of Knowing; Social and Behavioral Ways of Knowing; and an additional program-designated or selected course from any of the GEM requirements.