South Central College

GCC 2150 Web/Interactive Media 2

Common Course Outline

Course Information

Description	This course covers the basic preparation, planning and software used for multimedia and web presentation. Students will learn planning procedures for web and interactive media. These procedures will include planning flowcharts, wireframes and storyboards. Students will also learn file formatting and file preparation for web and interactive media. (Prerequisites: GCC 1220 and COMP 1140)
Total Credits	3
Total Hours	80

Types of Instruction

Instruction Type	Credits/Hours
Lecture	1/16
Lab	2/64

Pre/Corequisites

GCC 1220 and COMP 1140

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

Course Competencies

1.   Demonstrate project folder management.

Learning Objectives
Prepare a root/project folder.
Prepare a source folder.
Prepare sub-folders.
Produce folder hierarchy.

2.   Plan the web site navigation.

Learning Objectives
Sketch thumbnail sketches of the site interface.
Design flowchart sketches.
Produce a digital flowchart from the sketches.
Review the digital flowchart.

3.   **Plan the content of a web site.**

Learning Objectives
Sketch thumbnail sketches.
Sketch wireframes of the site content.
Produce digital wireframes from the sketches.
Evaluate digital wireframes.

4.   **Plan the graphic design of a web site/interactive presentation.**

Learning Objectives
Sketch the site layout and design.
Prepare a digital layout from the thumbnail sketches.
Produce the graphic design in a layered digital document.
Name all layers of the digital document.

5.   **Demonstrate Search Engine Optimization (SEO).**

Learning Objectives
Apply SEO as it pertains to web site visibility.
Demonstrate wording within a title tag.
Prepare word repetitions.
Prepare word order and word positioning.
Prepare SEO within metatags.

6.   **Prepare web production software project.**

Learning Objectives
Demonstrate defining a new site and site management.
Manipulate workspace layout.
Operate tool panels.
Prepare a student web site project.
Prepare basic Cascading Style Sheets (CSS).
Prepare Search Engine Optimization.

7.   **Prepare images for web production.**

Learning Objectives
Prepare project folder hierarchy.
Prepare file formats for their uses.
Demonstrate file optimization.
Demonstrate file naming conventions.
Save optimized images to the appropriate folder.
Produce web simple web site.

8.   **Plan a student portfolio web site.**

Learning Objectives
Produce flow charts.
Produce wireframe planning.
Sketch portfolio website.
Prepare a digital layout from the sketches.
Produce a graphic design in a layered digital document.
Evaluate the web site design.

9.   **Demonstrate interactive software.**

Learning Objectives
Identify the workspace interface.
Operate the tool panels.
Produce animation features with the software.
Operate the interactive features of the software.

10.   **Prepare an interactive project.**