**Mohawk Valley Community College**

**Utica and Rome, New York**

**Course Outline**

**GD298 Graphic Design 4: Social Media and Web C-1, P-4, Cr-3**

**Prerequisite**: GD297

**Course Description:**

This course is an introduction to visual communication within today’s digital platform. Students are introduced to the application of graphic design principles in a variety of web and social media platforms.

**Student Learning Outcomes:**

Upon the successful completion of this course, the student will be able to:

* Create a website that is both functional and ascribes to quality design
* Understand both User Interface and User Experience
* Understand synergy of content and information
* Understand and implement basic code
* Incorporate moving images within web design

**Major Topics:**

* Ethical Issues of Web Design
* Visual Harmony in Web Design
* UI and UX in Web Design
* Typography in a Time-Based Setting
* Storyboarding for ideation

Reviewed July 2023