SCHOOL	Graphic Design
ACADEMIC YEAR	THREE-YEAR PROGRAM II - 2025/2026
SUBJECT	1138 Web Design (grafica) I
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	5
DISTRIBUTION OVER THE ACADEMIC YEAR	II SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course aims to provide institutional training in the field of web design. The aim is to integrate the acquisition of technological skills (HTML5 and CSS 3 - VisualStudioCode) with an in-depth exploration of design principles, fostering autonomy in the web application development process. The course will extensively cover interface design, requiring the acquisition of a specific construction logic for graphic layouts prepared for the web.

Knowledge and understanding	Students are expected to acquire the ability to apply knowledge and understanding, and to be proficient in studying, conceptualizing, devising, planning, and designing layouts. Students are expected to acquire the foundational skills for the design and simple execution of websites.
Applying knowledge and understanding	During the course, students will examine the issues of building interfaces for the web and will assimilate the initial concepts of structured programming in order to produce code useful for constructing a web page.
Making judgements	Upon completion of the course, students will be able to design, implement, and manage websites, utilizing the tools and analytical methodologies most frequently employed by industry professionals.
Communication skills	Students are required to demonstrate the ability to clearly convey acquired knowledge and to articulate a critical discourse regarding the project development and code choices that have been implemented. Upon completion of the course, students will be able to present their final work, providing a rationale for the code and the visual design choices made. Similar to a real-world scenario with a client or an examining committee, the student will be required to present their work, detailing the process and code choices that led to the project's definition.
Learning skills	Upon completion of the course, students will have acquired the knowledge and skills to program with HTML and CSS codes, conduct online research to retrieve material, consolidate and verify the codes they have written, and retrieve sources of inspiration and in-depth content on topics that are constantly evolving. Therefore, the student is not only required to learn how to write code but must also acquire the basics of graphics to transform a graphic layout into a page of code that represents the project.

CONTENTS	To properly develop the interfaces, theoretical and practical lessons will be designated with objectives that can be summarized as follows: - To provide the essential theoretical and practical elements, as well as the conceptual foundations of design thinking applied to the IT and web context, enabling students to independently conceptualize and design a responsive website. - Provide the essential tools to enable students to build a website using modern web programming languages (HTML5 and CSS3) Program of topics: - The logic of the HTML5 language - The logic of use and the CSS 3 language (page structure, interactivity) - Fundamentals of Server and Client Processing Logic - Visual Studio Code serves as an editor for writing HTML and CSS code - CSS for structuring web pages - Media Queries - Fundamentals of Responsive Web Design - Web usability and interface design principles - Web experience and the logic of graphic processing on the web - Workflow for website development - User Experience and a user-centered approach
ADOPTED METHODOLOGY	[X] In Person The initial lessons will be theoretical and delivered in a lecture format. The course will alternate between a series of lectures, which will constitute the initial portion of the course, all supported by slides created specifically for this purpose. specifically for the course – opportunities for instructor-student interaction and the analysis of case studies, where, based on the lessons learned up to that point, The layouts and choices specific to that case will be analyzed, and participants will be asked to consider small ideas and concepts for improvements to the proposed site, fostering an interactive question-and-answer session. and responses. A "Reverse Engineering" method will be applied, a process designed to identify the properties of an object (the website) through a comprehensive analysis of its structure, the functions and operations of this element, attempting to understand how the example website was created in order to be able to create and replicate it with awareness and apply Improvement analyses will be conducted. During the remaining class hours, project development will be supported to provide ongoing guidance to each student through reviews and recommendations. Students are expected to demonstrate autonomy in analyzing a web development project request. By learning the various stages of a web project's development, the student will be able to assess the limitations of a client's request, evaluating the possibilities and technologies useful for its realization.
ASSESSMENT METHODS	Intermediate submissions of individual projects will be arranged for students to demonstrate the required programming skills. The achievement of the course objectives will be partially assessed during the lessons, as some assigned exercises will be evaluated. The overall assessment will be conducted. The individual student's learning will be assessed at the conclusion of an examination, with the final grade being the sum of: - Classroom exercises will be provided to prepare students for the development of their final project. - Final project (development of a web application that adheres to the teachings provided in the classroom) - Students will be asked questions on the course topics related to web programming logic to confirm effective learning, should the instructor have any doubts regarding the grade.