Course Outline MDIA7013 New Media II (6) Study Program Visual Communication Design Effective Date 01 September 2016 Revision 0

1. Course Description

This Course comprises Web Design and Multimedia principles, Web Design elements, design process and production relating to latest Web Design Technology. This course give student advanced knowledge related with Web Design and Multimedia and finest skill to develop Professional Website.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspe	ect	Key Behaviour		

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes

(SO-1 NM) Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.

(SO-2 NM) Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.

(SO-3 NM) Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.

(SO- 4 NM) Able to present multiple alternatives of visual communication design prototype either individually or as a team in oral, graphical or written form, with analog or digital medium effectively.

(SO- 6 NM) Able to plan a business model to be implemented within visual communication design expertise.

(SO- 7 NM) Able to utilize information technology and communication in supporting project's need and organizational performance.

(SO- 8 NM) Able to analyze visual communication problems & generate new media design solutions.

3. Topics

- · An introduction to HTML
- · Adding Text & Images
- · Styling Your Pages with CSS
- Creating Page Layout with CSS
- · Advanced Page Layout
- CSS3 Transitions & Styles
- Using Web Fonts
- · Building HTML5 Web Forms

- Responsive Design & Layout for Mobile Devices
- Working with Master Page (Muse)
- Adding Images to your Site (Muse)
- · Working with Links & Button (Muse)
- Applying Effects, Graphic Styles & Inserting HTML (Muse)
- · Working with Widget (Muse)
- Publishing & Exporting Your Site (Muse)

4. Learning Outcomes

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

- LO 1: Reproduce professional website
- LO 2: Recognize suitable application to deal website elements
- LO 3: Use web and multimedia principles and development in the future
- · LO 4: Experiment many famous website
- · LO 5: Score many famous website related with design aspect
- · LO 6: Compose multimedia elements in a website

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, Discussion, Lecture, Demonstrate problem-solving through case studies, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

- Michael Arguin and Greg Heald. (2013). Dreamweaver CC Digital Classroom. 01. Wiley. ISBN: 978-1118640159
- Adobe Creative Team. (2012). <u>Adobe Muse: Classroom in a Book</u>. 01. adobe press. ISBN: 978-0321821362.

The book in the first list is a must to have for each student.

6.2 Other Resources

- 1. An Introduction to HTML
- 2. http://www.agitraining.com/adobe/dreamweaver/tutorials/adding-text-and-images-in-Dreamweaver
- 3. http://opentechschool.github.io/github-from-scratch/css/
- 4. http://www.adobepress.com/articles/article.asp?p=2044340
- 5. http://learn.shayhowe.com/advanced-html-css/transitions-animations/
- 6. http://www.w3schools.com/cssref/css_websafe_fonts.asp
- 7. http://www.w3schools.com/html/html forms.asp
- 8. http://www.hongkiat.com/blog/responsive-for-mobile-screens/
- 9. http://www.quepublishing.com/articles/article.aspx?p=1915791&seqNum=11
- 10. http://pscs3tutorialen.blogspot.co.id/2012/08/how-to-add-links-in-adobe-muse.html
- 11. http://resources.muse.adobe.com/collections/widgets

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References			
1 F2F	LO 2 - Tag structure & attributes - Placing images in HTML - Color in HTML		An Introduction to HTML Dreamweaver CC Digital Classroom, Lesson 1, page 22,23,25,27,28,30 An Introduction to HTML			
2 F2F	LO 1 LO 2 LO 3	An introduction to HTML - Tag structure & attributes - Placing images in HTML - Color in HTML - Case Sensitivity & whitespace rules - HTML 5	 An Introduction to HTML Dreamweaver CC Digital Classroom, Lesson 1, page 22,23,25,27,28,30 An Introduction to HTML 			

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3 F2F	LO 1 LO 2 LO 3	An introduction to HTML - Tag structure & attributes - Placing images in HTML - Color in HTML - Case Sensitivity & whitespace rules - HTML 5	An Introduction to HTML Dreamweaver CC Digital Classroom, Lesson 1, page 22,23,25,27,28,30 An Introduction to HTML
4 F2F	LO 2 LO 3	Adding Text & Images - Adding Text - Understanding Hyperlinks - Relative vs Absolute Hyperlinks - Image format & resolution - Insert & Linking Images - Optimazing Images	 Adding Text & Images Dreamweaver CC Digital Classroom, Lesson 3, page 58, 71, 74, 80, 84, 86 Adding Text and Images in Dreamweaver, http://www.agitraining.com/a dobe/dreamweaver/tutorials/ adding-text-and-images-in- Dreamweaver
5 F2F	LO 2 Adding Text & Images - Adding Text - Understanding Hyperlinks - Relative vs Absolute Hyperlinks - Image format & resolution - Insert & Linking Images - Optimazing Images		 Adding Text & Images Dreamweaver CC Digital Classroom, Lesson 3, page 58, 71, 74, 80, 84, 86 Adding Text and Images in Dreamweaver, http://www.agitraining.com/a dobe/dreamweaver/tutorials/ adding-text-and-images-in- Dreamweaver
6 F2F	LO 2 LO 3	Adding Text & Images - Adding Text - Understanding Hyperlinks - Relative vs Absolute Hyperlinks - Image format & resolution - Insert & Linking Images - Optimazing Images	 Adding Text & Images Dreamweaver CC Digital Classroom, Lesson 3, page 58, 71, 74, 80, 84, 86 Adding Text and Images in Dreamweaver, http://www.agitraining.com/a dobe/dreamweaver/tutorials/adding-text-and-images-in- Dreamweaver
7 F2F	LO 3 LO 4	Styling Your Pages with CSS - Understanding Style Sheets - Creating & Modifying Styles - Advanced Text Formatting with CSS - Div Tags & CSS IDs - Internal vs External Style Sheets - Attaching an External Style Sheets to your page - Modifying Attached Style Sheets	 Styling Your Pages with CSS Dreamweaver CC Digital Classroom, Lesson 4, page 98,102,111,117,119,121,122 Style Your Pages with CSS, http://opentechschool.github. io/github-from-scratch/css/
8 F2F	LO 3 LO 4	Styling Your Pages with CSS - Understanding Style Sheets - Creating & Modifying Styles - Advanced Text Formatting with CSS - Div Tags & CSS IDs - Internal vs External Style Sheets - Attaching an External Style Sheets to your page - Modifying Attached Style Sheets	Styling Your Pages with CSS Dreamweaver CC Digital Classroom, Lesson 4, page 98,102,111,117,119,121,122 Style Your Pages with CSS, http://opentechschool.github. io/github-from-scratch/css/
9 F2F	LO 3 LO 4	Styling Your Pages with CSS - Understanding Style Sheets - Creating & Modifying Styles - Advanced Text Formatting with CSS - Div Tags & CSS IDs - Internal vs External Style Sheets - Attaching an External Style Sheets to your page - Modifying Attached Style Sheets	 Styling Your Pages with CSS Dreamweaver CC Digital Classroom, Lesson 4, page 98,102,111,117,119,121,122 Style Your Pages with CSS, http://opentechschool.github. io/github-from-scratch/css/

10 F2F	LO 3 LO 5	Creating Page Layout with CSS - The CSS Box Model - The Basic of CSS Margin, Padding and Borders - Absolute vs Relative positioning - Adding Images to your Layout - Photoshop Integration - Adding Main & Sidebar Content Areas	 Creating Page Layout with CSS Dreamweaver CC Digital Classroom, Lesson 5, page 128,135,141,143,144 Previewing Files and Modifying Existing CSS Layouts Using Adobe Dreamweaver CC, http://www.adobepress.com/articles/article.asp?p=20443 40
11 F2F	LO 3 LO 5	Creating Page Layout with CSS - The CSS Box Model - The Basic of CSS Margin, Padding and Borders - Absolute vs Relative positioning - Adding Images to your Layout - Photoshop Integration - Adding Main & Sidebar Content Areas	- Creating Page Layout with CSS - Dreamweaver CC Digital Classroom, Lesson 5, page 128,135,141,143,144 - Previewing Files and Modifying Existing CSS Layouts Using Adobe Dreamweaver CC, http://www.adobepress.com/articles/article.asp?p=20443 40
12 F2F	LO 3 LO 5	Creating Page Layout with CSS - The CSS Box Model - The Basic of CSS Margin, Padding and Borders - Absolute vs Relative positioning - Adding Images to your Layout - Photoshop Integration - Adding Main & Sidebar Content Areas	- Creating Page Layout with CSS - Dreamweaver CC Digital Classroom, Lesson 5, page 128,135,141,143,144 - Previewing Files and Modifying Existing CSS Layouts Using Adobe Dreamweaver CC, http://www.adobepress.com/articles/article.asp?p=20443 40
13 GSLC	LO 4 LO 5 LO 6	Advanced Page Layout - Layout with Absolute-position divs versus layout with float - Creating a Floated Image - Creating coloumns with HTML & CSS - Using clear property - Creating a list-based navigation bar - Changing column layout & size	- Advanced Page Layout - Dreamweaver CC Digital Classroom, Lesson 6, page 158,159,162,167,168,173
14 GSLC	LO 4 LO 5 LO 6	Advanced Page Layout Layout with Absolute-position divs versus layout with float Creating a Floated Image Creating coloumns with HTML & CSS Using clear property Creating a list-based navigation bar Changing column layout & size	- Advanced Page Layout - Dreamweaver CC Digital Classroom, Lesson 6, page 158,159,162,167,168,173
15 GSLC	LO 4 LO 5 LO 6	Advanced Page Layout Layout with Absolute-position divs versus layout with float Creating a Floated Image Creating coloumns with HTML & CSS Using clear property Creating a list-based navigation bar Changing column layout & size	- Advanced Page Layout - Dreamweaver CC Digital Classroom, Lesson 6, page 158,159,162,167,168,173

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16 F2F	LO 1 LO 4	CSS3 Transitions & Styles - Understanding the role of CSS3 - Adding a CSS Transition - Modifiying a CSS Transition - Adding CSS Transitions to a Navigation Menu - Adding a CSS Gradient - Applying a CSS Gradient to the page background	 CSS3 Transitions & Styles Dreamweaver CC Digital Classroom, Lesson 7, page 184, 190,196,199,203 Transitions & Animations, http://learn.shayhowe.com/a dvanced-html- css/transitions-animations/
17 F2F	LO 1 LO 4	CSS3 Transitions & Styles - Understanding the role of CSS3 - Adding a CSS Transition - Modifiying a CSS Transition - Adding CSS Transitions to a Navigation Menu - Adding a CSS Gradient - Applying a CSS Gradient to the page background	 CSS3 Transitions & Styles Dreamweaver CC Digital Classroom, Lesson 7, page 184, 190,196,199,203 Transitions & Animations, http://learn.shayhowe.com/a dvanced-html- css/transitions-animations/
18 F2F	LO 1 LO 4	CSS3 Transitions & Styles - Understanding the role of CSS3 - Adding a CSS Transition - Modifiying a CSS Transition - Adding CSS Transitions to a Navigation Menu - Adding a CSS Gradient - Applying a CSS Gradient to the page background	 CSS3 Transitions & Styles Dreamweaver CC Digital Classroom, Lesson 7, page 184, 190,196,199,203 Transitions & Animations, http://learn.shayhowe.com/a dvanced-html- css/transitions-animations/
19 F2F	LO 2 LO 5	Using Web Fonts - The Basic of Web Fonts - Creating a custom font stack using web fonts - Adding local web fonts with @font-face - Styling your heading with a local web font	 Using Web Fonts Dreamweaver CC Digital Classroom, Lesson 8, page 212,217,220,225 CSS Web Safe Font Combinations, http://www.w3schools.com/c ssref/css_websafe_fonts.asp
20 F2F	LO 2 LO 3 LO 5	Building HTML5 Web Forms - The Basics of HTML 5 forms - Building a contact form - Styling forms with CSS - Styling form elements	 Building HTML5 Web Forms Dreamweaver CC Digital Classroom, Lesson 14, page 340,341,360,363 HTML Forms, http://www.w3schools.com/html/html_forms.asp
21 F2F	LO 2 LO 3 LO 5	Building HTML5 Web Forms - The Basics of HTML 5 forms - Building a contact form - Styling forms with CSS - Styling form elements	 Building HTML5 Web Forms Dreamweaver CC Digital Classroom, Lesson 14, page 340,341,360,363 HTML Forms, http://www.w3schools.com/ht ml/html_forms.asp
22 F2F	LO 5 LO 6	Responsive Design & Layout for Mobile Devices - Creating a layout optimized for mobile - The Basics of Fluid Grid Layout - Creating your Mobile Layout - Creating a Tablet Layout - Creating a Three-column fluid layout for the desktop	 Responsive Design & Layout for Mobile Devices Dreamweaver CC Digital Classroom, Lesson 16, page 399,408,411,414,416 Responsive Web Layouts for Mobile Screens: Intro, Tips and Examples, http://www.hongkiat.com/blog/responsive-for-mobile-screens/
23 F2F	LO 5 LO 6	Responsive Design & Layout for Mobile Devices - Creating a layout optimized for mobile - The Basics of Fluid Grid Layout	Responsive Design & Layout for Mobile Devices Dreamweaver CC Digital

		Creating your Mobile Layout Creating a Tablet Layout Creating a Three-column fluid layout for the desktop	Classroom, Lesson 16, page 399,408,411,414,416 - Responsive Web Layouts for Mobile Screens: Intro, Tips and Examples, http://www.hongkiat.com/blog/responsive-for-mobile-screens/
24 F2F	LO 5 LO 6	Responsive Design & Layout for Mobile Devices - Creating a layout optimized for mobile - The Basics of Fluid Grid Layout - Creating your Mobile Layout - Creating a Tablet Layout - Creating a Three-column fluid layout for the desktop	 Responsive Design & Layout for Mobile Devices Dreamweaver CC Digital Classroom, Lesson 16, page 399,408,411,414,416 Responsive Web Layouts for Mobile Screens: Intro, Tips and Examples, http://www.hongkiat.com/blog/responsive-for-mobile-screens/
25 F2F	LO 1 LO 2	Working with Master Page (Muse) - Building Master Page - Creating new master pages - Applying master pages - Testing your pages	 Working with Master Page (Muse) Adobe Muse: Classroom in a Book, Chapter 3, Page 48,52,83,86 Creating and Planning a Website with Adobe Muse, http://www.quepublishing.com/articles/article.aspx?p=1915791&seqNum=11
26 F2F	LO 1 LO 2	Working with Master Page (Muse) - Building Master Page - Creating new master pages - Applying master pages - Testing your pages	 Working with Master Page (Muse) Adobe Muse: Classroom in a Book, Chapter 3, Page 48,52,83,86 Creating and Planning a Website with Adobe Muse, http://www.quepublishing.com/articles/article.aspx?p=1915791&seqNum=11
27 F2F	2F LO 2 - Building Master Page	Creating new master pagesApplying master pages	Working with Master Page (Muse) Adobe Muse : Classroom in a Book, Chapter 3, Page 48,52,83,86 Creating and Planning a Website with Adobe Muse, http://www.quepublishing.com/articles/article.aspx?p=1915791&seqNum=11
28 F2F	LO 2 Adding Images to your Site (Muse) - Understanding the Asset Panel - Web Image Basics - Importing Images		 Adding Images to your Site (Muse) Adobe Muse : Classroom in a Book, Chapter 6, Page 142,144,146,159
29 F2F	LO 2 LO 3	Adding Images to your Site (Muse) - Understanding the Asset Panel - Web Image Basics - Importing Images	Adding Images to your Site (Muse) Adobe Muse : Classroom in a Book, Chapter 6, Page 142,144,146,159

	30 F2F	LO 2 LO 3	Adding Images to your Site (Muse) - Understanding the Asset Panel - Web Image Basics - Importing Images	 Adding Images to your Site (Muse) Adobe Muse : Classroom in a Book, Chapter 6, Page 142,144,146,159
•	31 F2F	LO 2 LO 4	Working with Links & Button (Muse) - Working with Links - Working with Buttons - Working with Anchors	 Working with Links & Button (Muse) Adobe Muse: Classroom in a Book, Chapter 7, Page 168,170,177,182 How to add links in Adobe Muse?, http://pscs3tutorialen.blogsp ot.co.id/2012/08/how-to-add-links-in-adobe-muse.html
	32 F2F	LO 2 LO 4	Working with Links & Button (Muse) - Working with Links - Working with Buttons - Working with Anchors	 Working with Links & Button (Muse) Adobe Muse: Classroom in a Book, Chapter 7, Page 168,170,177,182 How to add links in Adobe Muse?, http://pscs3tutorialen.blogsp ot.co.id/2012/08/how-to-add-links-in-adobe-muse.html
	33 F2F	LO 2 LO 4	Working with Links & Button (Muse) - Working with Links - Working with Buttons - Working with Anchors	- Working with Links & Button (Muse) - Adobe Muse : Classroom in a Book, Chapter 7, Page 168,170,177,182 - How to add links in Adobe Muse?, http://pscs3tutorialen.blogspot.co.id/2012/08/how-to-add-links-in-adobe-muse.html
•	34 GSLC	LO 4 LO 5 LO 6	Applying Effects, Graphic Styles & Inserting HTML (Muse) - Working with rounded corners, effects & opacity - Working with Graphic Styles - Embedding HTML	 Applying Effects, Graphic Styles & Inserting HTML (Muse) Adobe Muse : Classroom in a Book, Chapter 8, Page 190,192,200,205
	35 GSLC	LO 4 LO 5 LO 6	Applying Effects, Graphic Styles & Inserting HTML (Muse) - Working with rounded corners, effects & opacity - Working with Graphic Styles - Embedding HTML	 Applying Effects, Graphic Styles & Inserting HTML (Muse) Adobe Muse : Classroom in a Book, Chapter 8, Page 190,192,200,205
	36 GSLC	LO 4 LO 5 LO 6	Applying Effects, Graphic Styles & Inserting HTML (Muse) - Working with rounded corners, effects & opacity - Working with Graphic Styles - Embedding HTML	Applying Effects, Graphic Styles & Inserting HTML (Muse) Adobe Muse : Classroom in a Book, Chapter 8, Page 190,192,200,205
	37 F2F	LO 5 LO 6	Working with Widget (Muse) - About Widgets - Inserting Compostion Widget - Working with Slideshows	 Working with Widget (Muse) Adobe Muse: Classroom in a Book, Chapter 9, Page 212,214,215,226 Widget Resources, http://resources.muse.adobe. com/collections/widgets

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38 F2F	LO 5 LO 6	Working with Widget (Muse) - About Widgets - Inserting Compostion Widget - Working with Slideshows	- Working with Widget (Muse) - Adobe Muse : Classroom in a Book, Chapter 9, Page 212,214,215,226 - Widget Resources, http://resources.muse.adobe. com/collections/widgets
39 F2F	LO 5 LO 6	Publishing & Exporting Your Site (Muse) - Understanding Muse Publishing - Exporting Your Site to HTML	Publishing & Exporting Your Site (Muse) Adobe Muse : Classroom in a Book, Chapter 10, Page 232,234,244

Practicum

Theory

Practicum

8. Evaluation

Theory

Accomment Activity	Weight		Lear	ning	Outc	ome	S
Assessment Activity	weight	1	2	3	4	5	6
Assignment	50%	1	1	1	1	1	1
Mid Exam	20%	1	1	1	1	1	1
Final Exam	30%	\vee	1	1	1	1	V
ecticum - al Evaluation Score							
Aspects	Weight						

100%

0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

			Proficiency Level						
	LO	Indicators	Excellent	Good	Average Poor				
ļ			(85 – 100)	(75 – 84)	(65 – 74)	(<= 64)			
		Students can identify professional website with simply techniques	Students can identify website with professional techniques and great output	Students can identify professional website with simply techniques and get reference from other good website	Students can identify kinds of problems and techniques by using only what did they get in class	Students only can identify a simple website			
	LO 1	Students can reproduce how to make website should be used for problems solving	Students can reproduce which techniques for which problems by using many sources or references, in order to make a conclusion	Students can reproduce which techniques for which problems by a source or reference, in order to make a conclusion	Students can reproduce which techniques for which problems by using only what did they get in class	Students were poor to reproduce which techniques for which problems			
Ţ		2.1. Students can describe the best application as problem solving	Students can describe the best application as problem solving with excellent output	Students can describe the many application as problem solving with good output	Students can describe the many application with standard output	Students were poor to describe the application as problem solving			
	LO 2	Students can recognize tools to make website element in order to solving problems	Students can recognize skills and knowledge in all of web elements, in order to make an excellence	Students can recognize skills and knowledge in many web elements, in order to make an excellence output	Students can recognize skills and knowledge in many web elements, in order to make a standard output	Students were poor to recognize skills and knowledge in many web elements			
	LO 3	3.1. Students can demonstrate principles web with sustainable development 3.2. Students can use how to web & multimedia will growing in future	Students can demonstrate all of principles web with sustainable development Students can use how to web &	Students can demonstrate many of principles web with sustainable development Students can use how to web &	Students can demonstrate less of principles web with sustainable development Students can use how to web &	Students were poor to demonstrate principles web with sustainable development Students were poor to use how to			

	Г	and the P			
		multimedia	multimedia	multimedia	web &
		will growing	will growing	will growing	multimedia
		in future with	in future with	in future with	will growing
		details	normal	standard	in future
		execution	execution	execution	
	4.1. Students can analyze many aspects	Students	Students	Students	Students
	of website	can analyze	can analyze	can analyze	were poor to
		many	many	many	analyze
		aspects of	aspects of	aspects of	anything
		website and	website and	website and	aspects of
		use it as	use it as	use it as	website
		power of	better output	average	
		output		output	
LO 4	4.2. Students can experiment the right	Students	Students	Students	Students
	website development process	can	can	can	were poor to
		experiment	experiment	experiment	experiment
		the right	the right	the right	the right
		website	website	website	website
		development	development	development	development
		process with	process with	process with	process with
		great steps	normal step	step by step	step by step
		great steps	by step	step by step	Step by Step
	5.1. Students can create multimedia	Students	Students	Students	Students
		can create	can create	create use	were poor to
	element as identity of website	can create	reference	multimedia	create
		multimedia	multimedia	element as	multimedia
		element as	element as	identity of	element as
		identity of	identity of	website	identity of
		website	website	<u> </u>	website
LO 5	5.2. Students can compose the right	Students	Students	Students	Students
	multimedia elements for web	can	can	can	were poor to
		compose the	compose the	compose the	compose the
		right	right	right	right
		multimedia	multimedia	multimedia	multimedia
		elements for	elements for	elements for	elements for
		web clearly	web clearly	web	web
		& accurate			
	6.1. Students can compose website as	Students	Students	Students	Students
	visual communication with design	can	can	can	were poor to
	aspects	compose	compose	compose	compose
		website as	website as	website as	website as
		visual	visual	visual	visual
		communicati	communicati	communicati	communicati
		on with	on with	on with	on
		conceptual	knowledge	reference	
		web design	1 3 3		
LO 6	6.2. Students can formulate the	Students	Students	Students	Students
	reference website to use web	can	can	can	were poor to
	development	formulate	formulate	formulate	formulate
	20101001110111	the right	the right	the right	the
		reference	reference	reference	reference
		website to	website to	website to	website to
		use the	use the	use the web	use the web
		finest web	positive web	development	
				development	development
		development	development		
1		skills	skills		I

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