INTERACTIVE MEDIA & WEB DESIGN

PRESENTATION, CODING & DESIGN

IN BRIEF

The Interactive Media and Web Design program at the Lancaster County CTC is designed to introduce students to necessary skills and tools that will help advance their training in Graphic Design, Web Design and Coding, Interactive Media, Film and Project Management. The Interactive Media and Web Design program stresses craft, concept and professionalism. The program includes knowledge in HTML, CSS and Javscript coding, along with planning, managing and designing website and interactive projects from start to finish. The Students work is produced on state of that art laptop workstations through the Adobe® CC application suite, along with a host of online tools including the Suite by Google. Students study basic layout, production tools typography, color and basic principles of web design. Critical aptitudes of incoming students should be computer ability, creativity, color keenness and the ability to sit at a workstation for extended periods of time while meeting deadlines. The Interactive Media and Web Design program is an excellent prelude to advanced post-secondary training at art schools, tech schools, colleges and universities. It allows students to prepare an extensive knowledge and online portfolio to move onto post-secondary schools.

PA CIP **11.0801**

INTERACTIVE MEDIA & WEB DESIGN PROGRAM SYLLABUS

2025-26

ORIENTATION, SAFETY & CERTIFICATION

(1100) Policies & Procedures for classroom & the school
(1200) School Handbook and the Schools (AUP)
(1300) Understanding User & Acceptable Use Policies
(1400) Ergonomics
(1500) Safety in the Classroom & Procedure for Emergancy Drills
(1600) OSHA Certifications - OSHA, Interview Skills, HTML & CSS

HARDWARE & SOFTWARE

(2010) Identifying the Parts of Hardware on a Workstation
(2020) Identifying & Setting Up Peripheral Hardware
(2030) Setting up Software on your Workstations
(2100) Web Browsers
- Setup, Tools and Usage
- Developer tools
(2200) Visual Studio Code
- Intro to Visual Studio and its Functions
- Saving, Organizing and Previewing
(2400) Adobe Illustrator (2410, 2420, 2430, 2440, 2450, 2480)
- Intro to Illustrator
- Basic Drawing with Shapes, Points and Anchors
- Editing Paths, Combining and Transforming Shapes
- Using Color, Blending, Gradients and Masks
- Advanced Drawing Methods
- Logo Design
- SVG & CSS
(2300) Adobe Photoshop (2310, 2320, 2330, 2340, 2350, 2380)
- Intro to Photoshop
- Making Selections in Photoshop
- Using and Creating Masks in Photoshop
- Creating Composite Images
- Removing and Replacing Images
- Advanced Photo Editing
- Animated GIFs, Timelines
- Web Page layout and asset management
(2500) Intro to Basic Applications you will use
- Adobe InDesign, MS, Word, Excel & PowerPoint
(2600) Adobe XD
- The Basics of XD
- Prototyping - linking items
- Components - assets and libraries
- Collaboration - revisions & publishing
(2700) DSLR & Related Equipment
- The Basics of DSLR for video
- Lighting and Shots
- Audio and Collecting Good Sound
(2800) Adobe Premier Rush
- Intro to Rush
- Media, Timelines, & Audio
- Effects, Transitions & much more
(2900) Adobe Premier
- Intro to Premier
- Media, Timelines, & Audio
- Effects, Transitions & much more
- Chroma Key Green Screens

IT & NETWORKING

(3110) Evolution of the Internet and Emerging Technologies
(3120) IT, Hosting Services & Web Server Technology
(3130) Internet Security
(3140) File Sharing & FTP
(3150) Backup Strategies & Crash Plans

DIGITAL CITIZENSHIP & INTERNET ETHICS

(4110) Digital Citizenship: A Connected Culture
(4111) Digital Citizenship: Who has your Data
(4112) Digital Citizenship: My Online Code
(4113) Digital Citizenship: Big Deal with Internet Privacy
(4114) Digital Citizenship: College Bound
(4116) Digital Citizenship: Cyberbulling Online training
(4210) Internet Ethics: Rights, Remixes, Respect
(4211) Internet Ethics: Copyrights & Wrongs
(4212) Internet Ethics: Review & Discuss Copyright Laws
(4220) Internet Ethics: Digital Millennium Copyright Act
(4310) Internet Ethics: Accessibility and Accommodation

DESIGN & LAYOUT BASICS

(5110) Design Principles
(5120) Color Theory & Psychology
(5130) Typography Principles
(5140) Layout Principles
(5150) The Rule of Thirds, The Golden Ratio & 960 grid
(5160) MoodBoards & Style Guide
(5170) Examine New & Ongoing Trends in Web Design
(5210) Define the Steps in the Web Design Process
(5220) Basic Outlines and Storytelling
(5240) Sitemapping and Planning
(5250) Rough Layouts & Wireframing
(5250) Paper Prototyping
(5250) Digital Prototyping in XD
(5300) Critique a Website Project

PROFESSIONAL DEVELOPMENT & PROJECT MANAGEMENT

(6110) Lead Generation
(6120) Needs Assessments & Demographic Profile
(6130) Sales Proposal & Presentation
(6140) Sales Closing & Contract Agreements
(6150) Site Planning
(6160) Managing Customer Data
(6170) Managing Customer Expectations
(6180) Conflict Resolution
(6190) Develop a Resume'

CODING

(7100) Intro to Programming lauguages
(7110) HTML - Getting to know HTML
(7120) HTML - Going further with Hypertext
(7130) HTML - Building Blocks
(7140) HTML - Getting Connected
(7150) HTML - Adding Images to your page
(7160) HTML - HTML Standards

(7210) CSS - Getting started with CSS (7170)
(7220) CSS - Styling with fonts and colors (7180)
(7230) CSS - The Box Model (7190)
(7240) CSS - Divs and Spans (7200)
(7250) CSS - Layout & Positioning (7210)
(7260) CSS - Grids & Flex Box (7320)

(7310) HTML - HTML5 markup (7220)
(7320) HTML - Tables and more lists (7230)
(7330) HTML - Interactive HTML forms (7240)
(7340) HTML - Create & Add Audio & Video to your page (7260)
(7350) HTML - Create & Adding an animated image to your page
(7360) HTML - Responsive Web Design & Mobile First

(7370) Bootstrap - What is Bootstrap & Getting Started
(7372) Bootstrap - Bootstrap Grid Systems
(7374) Bootstrap - Bootstrap Components
(7376) Bootstrap - Bootstrap Nav Bars & Drop Downs

(7410) JAVASCRIPT - Develop flowcharts to show program logic
(7420) JAVASCRIPT - Explain object handlers
(7430) JAVASCRIPT - Place JavaScript in HTML files
(7440) JAVASCRIPT - Construct JavaScript functions
(7450) JAVASCRIPT - Write conditional statements and loops
(7460) JAVASCRIPT - Implement event handlers in HTML files

(7510) Proofread, Edit, Validate & Testing a website
(7520) Publish, Revise, and Maintain a website
(7530) SEO, Website Analytics & Claiming Listings

(7710) CMS - Intro to WordPress (and others)
(7720) CMS - WordPress Dashboard, Admin Controls and Tools
(7730) CMS - WordPress Templates & Plug-ins
(7740) CMS - WordPress Core & Open Source Technology

MULTIMEDIA PRESENTATIONS

(8110) Identify the components of a Multimedia project
(8120) Create an outline & storyboard
(8130) Create a theme, templates & master slides
(8140) Add interactivity and special elements to a multimedia project
(8150) Create support materials for a multimedia presentation
(8160) Deliver & Critique a multimedia presentation
(8170) College & Career Exploration Project

DIGITAL PROJECTS & PORTFOLIO

(9110) Logo Development - Band Identity Logo, Album Cover & Poster
(9115) Band Identity Website - Single-page Static Website
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(9120) Corporate Identity - Develop a Comic Book Store Logo, Store Grand Opening Flyer, Web Banner Campaign & Social Media Campaign
(9125) Comic Book Store Website - Multi-page Fluid Website/E-Com
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(9210) Corporate Identity - Develop an Food Truck Logo, Promotional Flyer, Truck Design, Social Media Campaign & SEO Strategy
(9215) Food Truck Website - Multi-page Mobile Responsive Website
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(9220) Develop a Music Fest Business Proposal & Website
(9230) Develop a Energy Drink product commerical
(9310) Develop a YouTube How-to-Video
(9410) Develop a CTC IMWD Promotion Video
(9510) Develop an Online Portfolio Website

MATH DISCLOSURE

All projects require routine performance of measurement, percentages, fractions, addition, subtraction, multiplication and division. Familiarity with these operations are required for students to successfully learn all aspects of coding, color creation, image resolutions and creation of digital files.

Due to live work (design services performed for the school or community) or additional exercises to meet program requirements, this syllabus is subject to change without

INTERACTIVE MEDIA & WEB DESIGN PROGRAM SYLLABUS

2021-22

1 ORIENTATION & SAFETY

- PA103 — Identify school rules, regulations, & attendance requirements. Recognize school layout & evacuation procedures.
- PA101 — Identify general course objectives, resources & grading procedure.
- PA206 — Demonstrate knowledge of MSDS.
- PA203 — Demonstrate safe practices when using & maintaining hand tools.
- PA205 — Demonstrate safe cutting procedures.
- PA103 — Perform Basic Measurements
- PA903 — Time Management

2 COLOR THEORY & APPLICATION

- PA401 — Recognize the basic theories of color (schemes, hue, value, intensity).
- PA401 — Complete a color wheel.
- PA401 — Complete a tint/shade/tone value chart.
- PA402 — Produce a monochromatic portrait using a grid scale.
- PA403 — Identify the difference between additive & subtractive color models.
- PA906 — Participate in class critique.

3 BASIC DRAWING & SCALING

- PA302 — Sketch the 3 basic drawing shapes - square, circle, triangle.
- PA302 — Draw from observation showing local value, texture and light source.
- PA802 — Set up a simple tabletop for a product shoot.
- PA803, 4 — Compose & shoot the product demonstrating basic use of lighting & stabilization.
- PA303 — Complete 4 product Illustrations (contour, stippling, cross-hatch & full value).

4 WORK & THE PROCESS OF CREATIVITY

- PA101 — Demonstrate knowledge of agency organization.
- PA102 — Identify career paths/occupational requirements within design & related industries.
- PA604 — Execute the creative process: Thumbnails, Roughs and Comprehensives.
- PA603 — Working from a creative brief, design an ad.

5 ORAL PRESENTATION

- PA902 — Demonstrate research and organizational skills.
- PA204 — Safely operate media presentation equipment & software.

6 INTRO TO DIGITAL TOOLS & CORPORATE ID

- PA203 — Develop 6 thumbnail sketches for a real or fictitious company.
- PA605 — Design a logo using Adobe Illustrator®.
- PA203 — Demonstrate all digital procedures for setting up a business card.
- PA202 — Demonstrate safe practices when using hardware & software.
- PA203 — Complete a corporate identity panel for presentation and critique.
- PA602 — Understand the basic elements and principles of design.

7 HISTORY OF ADVERTISING & DESIGN

- PA601 — Recognize the basic history of advertising & creative media.
- PA907 — Identify the key moments & players involved in the digital revolution.

8 TYPOGRAPHY & LETTERFORMS

- PA701 — Identify basic anatomy & classification of type.
- PA702,3 — Identify type styles & space manipulation concepts through formatting.
- PA702 — Demonstrate how to measure type, strokes and design elements.
- PA501,9 — Scan an image, scale to production size and print.
- PA203 — Demonstrate the outline & fill technique by creating b/w nameplate.
- PA204 — Design a logo in both black and white and in full color.

9 GREETING CARD PROJECT

- PA104 — Identify how copyright law apply to visual & digital communications.
- PA503 — Create traditional/digital cover illustration & design greeting card.

10 OUTDOOR BILLBOARD DESIGN

- PA604 — Create 6 different pencil thumbnails and select a concept.
- PA204 — Demonstrate how to download and manipulate digital images.
- PA805 — Using professional templates and downloaded images, create a digital comp.
- PA608 — From the comp, create 3 separate executions as a complete outdoor campaign.
- PA906 — Print and mount for presentation and critique.

11 PORTFOLIO PREPARATION

- PA101 — Line up an interview with college, art school or job source.
- PA901 — Gather 8 - 12 of your best projects and organize a traditional show order.
- PA905 — Repurpose your work digitally, remount & matt for presentation.
- PA906 — Explain how each project was completed (Knowledge/Techniques/Production).

12 SIX PANEL BROCHURE & MAGAZINE AD

- PA604 — Create 3 dimensional thumbnails of the brochure layout.
- PA604 — Create a measured, tri-fold digital comp (copy/images FPO).
- PA608 — Complete all brochure panels and required elements digitally.
- PA607 — Print, trim & mock-up brochure for presentation.
- PA609 — Pre-flight and package files for printing.
- PA611 — Design a full page magazine ad with appropriate printer's marks.

13 FIGURE DRAWING & FASHION CROQUIS

- PA304 — Illustrate knowledge of anatomy by rendering a human in perfect proportion.
- PA304 — Using the model created, render a figure and design all clothing and accessories.
- PA306 — Complete a 3 piece display of traditional croquis.
- PA305 — Create 2 portraits (one in color, another pencil) using the scaling technique.
- PA501 — Scan & correct one of the portraits and create a poster for a gallery exhibition.

14 RESUMES, PERSONAL BRANDING & INTERVIEWS

- PA704 — Create a resume for visually creative industries.
- PA204 — Develop a personal logo and design a business card unified with resume.
- PA103 — Participate in mock interviews.

15 3D PACKAGE DESIGN & PRODUCTION

- PA604 — Create 6 thumbnail sketches (indicating dimension) of the package.
- PA204 — Design a measured, white working prototype.
- PA203 — Illustrate a die line using a vector-based application.
- PA204 — Design all graphic elements using appropriate Adobe® applications.
- PA606 — Produce a final color prototype for presentation.
- PA610 — Generate color separations for the final design.

16 GRAPHIC ILLUSTRATION & BOOK JACKET DESIGN

- PA604 — Create 6 thumbnail sketches for a selected book cover design.
- PA204 — Create a color comp for one design using markers and pencils.
- PA306 — Illustrate the cover illustration, either digitally or traditionally.
- PA504 — Complete a final layout using pro design/layout applications.
- PA611 — Create a print-ready file including bleeds and proper printer's marks.

17 PERSPECTIVE DRAWING

- PA203 — Recognize the basic principles behind perspective drawing.
- PA204 — Create hand drawn sketches of a house.
- PA303 — Illustrate (in pencil) floor plan and elevations (in scale).
- PA301 — Produce perspective illustration, enlarge and create master tissue.
- PA303 — Ink house illustration and redraw elevations/floor plan with Illustrator®.
- PA608 — Create a promotional piece using the illustration.

18 MOVIE POSTER & ONLINE AD

- PA604 — Create 6 unique thumbnails of the poster.
- PA511 — Illustrate all elements traditionally/digitally.
- PA504 — Complete the poster using professional page-layout software.
- PA604 — Create three thumbnails for an online ad repurposing the poster elements.
- PA508 — Complete the ad using a raster-based app to spec.

19 STORYBOOK/EDITORIAL ILLUSTRATION

- PA103 — Read a short story, novel or feature article.
- PA604 — Create thumbnail sketches for illustration.
- PA306 — Render finished illustrations in color (with master tissues) on illustration board.
- PA504 — Layout page(s) as single or double-page spread using Adobe InDesign®.
- PA608 — Create a social media web page in Photoshop® announcing release of the book.

20 EIGHT PAGE BROCHURE

- PA604 — Create necessary thumbnails in proper proportion.
- PA604 — Create a 25% thumbnailed working dummy of the brochure.
- PA604 — Create a measured, 8 page digital comp (copy/images FPO).
- PA510 — Complete brochure digitally using appropriate Adobe® applications.
- PA607 — Print, dummy, stitch and trim for presentation and critique.

21 RESPONSIVE WEB DESIGN

- PA103 — Design a site map for a real or fictitious entity.
- PA604 — Create 6 pencil thumbnails of the initial project homepage.
- PA512 — Render project homepage (and all required elements) using Photoshop®.
- PA508 — Render Responsive Design for desktop, tablet and smart phone.
- PA906 — Print and mount for presentation and critique.

22 3D CHARACTER DESIGN (MAQUETTES)

- PA304 — Sketch a figure in proper proportion.
- PA302 — Design all elements of the character.
- PA203 — Create a working armature and secure to a base.
- PA204 — Sculpt, cure and paint the finished maquette.

23 PORTFOLIO REFRESH

- PA901 — Revisit portfolio and assemble 10-12 samples of your best work. Place in show order.
- PA905 — Repurpose your work digitally, remount & matt if necessary for presentation.
- PA906 — Select one project with connecting points. Share in group critique.

MATH DISCLOSURE

All projects require routine performance of measurement, percentages, fractions, addition, subtraction, multiplication and division. Familiarity with these operations are required for students to successfully learn how to use graphic rulers, proportion scales, tri-scales and Pantone® color guides.

Due to live work (*design services performed for the school or community*) or additional exercises to meet program requirements, this syllabus is subject to change without notice at the discretion of the instructor. **NUMBERED TASKS USING THIS COLOR** correlate with the Pennsylvania State Program of Study Task List . 100% of all tasks are delivered instructionally before the NOCTI EXAM, but students may receive a higher task grade later, as many duplicate.