



A POLYTECHNIC INSTITUTION

School of Business

MDIA 3205

Program: Associate Certificate in Web Technologies

Imaging Technologies for Web Publishing

Prerequisites:

MDIA 1205/1206 and 2205 or equivalent

Course is a prerequisite for:

Completion of the Associate Certificate Program
Completion of the Certificate Program

Hours/Week:	4	Lecture:	2	Lab:	2	Total Hours:	24	Level:	Assoc. Cert.
						Total Weeks:	6	Credits:	2

Course Description:

This course covers all aspects of preparing images for publication on the Internet, including image file formats, browser-safe colors, transparency, tiling, typography, scanning, animations, image mapping, and graphical layout. The course will be offered entirely on the Internet.

Evaluation

		Comments:
Assignment 1	30%	Experiment in image compression
Assignment 2	30%	Creating an image map
Assignment 3	40%	Creating GIF and SVG animations
Total	<u>100 %</u>	

Course Learning Outcomes:

At the end of this course the student will be able to:

- demonstrate how the use of colour enhances Web page design,
- describe image file formats,
- illustrate what is meant by browser-safe colours by using this technique in assignments,
- employ transparency in Web images,
- describe the process of image scanning,
- use image maps for navigation or other purposes, and
- design and construct GIF and SVG animations.

Text(s) and Equipment:

Required: Adobe Photoshop (bundled with ImageReady), or Macromedia Fireworks, plus freeware/shareware applications as required.

Recommended: Flatbed scanner and QuickTime software (digital camera desirable)