Final Report of Faculty Research Grant 2010

TITLE
Implementing Industry-Standard Graphic Design Instruction
with WA Dreamweaver Suite

By
Edwin Cuenco, Assistant Professor of Art
June 2011

RESTATEMENT OF PROBLEM RESEARCHED OR CREATIVE ACTIVITY

This research seeks funding to purchase a WA Dreamweaver Supersuite software to allow me to further develop my teaching skill and knowledge acquisition of web design software technology that will benefit our graphic design students in the Art department. It will also enhance the development of web design technology to meet industry compliance as part of my graphic design teaching methodology. The project will aim at developing a web-based faculty toolset of skills needed to assist students to create effective web design projects for a wide range of applications and techniques.
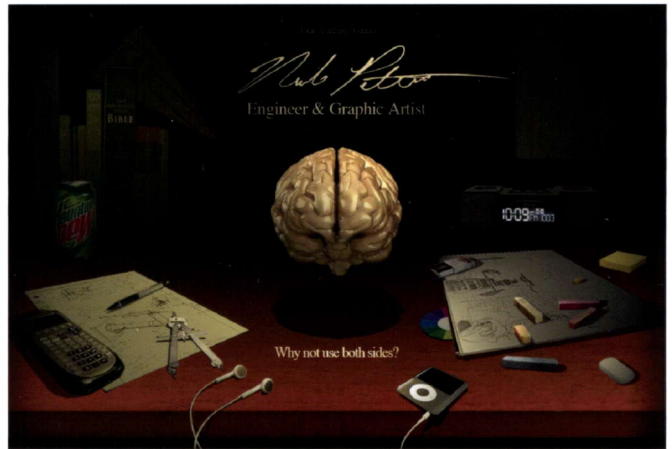
BRIEF REVIEW OF THE RESEARCH PROCEDURE UTILIZED

An important component of my research as a graphic designer and art faculty at ATU is learning new and upcoming web design technology. The WA Dreamweaver Supersuite is an important upgrade and acceptance to industry-standard practices for our graphic design students to develop their web production skills and knowledge in online design concepts and technical proficiency. Acquiring this software represented a major step forward in my current professional design usability and added substantial new teaching features for developing and producing web design courses and projects.

CONCLUSIONS AND RECOMMENDATIONS

WA Dreamweaver Supersuite is a powerful tool that is designed to cultivate and support the Adobe Creative Suite software. By encouraging my graphic design students to learn this technology as part of their creative process, they started to develop and create industry compliance-based designs for maximum performance, accuracy, and quality. At the conclusion of the study, two of my web design students won professional juried recognition in the "Interactive Category" in the 2011 ADDY Student Competition hosted by the Arkansas Advertising Federation in Little Rock, AR. The research also focused in adapting this software for effective implementation in my web design courses and support the needs of our students in anticipation of ATU-RPL 220 Multimedia Lab's upgrade to Adobe Creative Suite 5.5 version this year. Lastly, I want to thank ATU in hosting my student artworks online during the study.
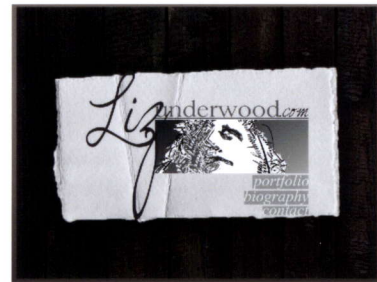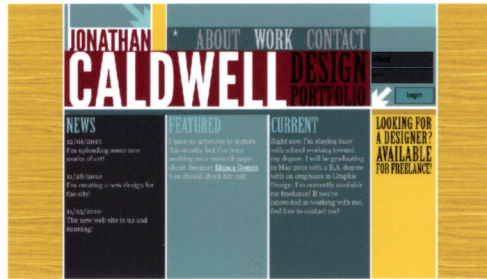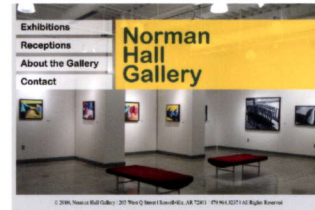
Student Web Design Projects

NATSUKI
GRAPHIC DESIGN
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Engineer & Graphic Artist

Why not use both sides?

2011 ADDY Student Award - Interactive Category

WELCOME. YU.

Imagine.
Explore.
Create.
Inspire

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Imagine.
Explore.
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20010-11 Faculty Development Grant Award

Title:
Implementing Industry-Standard Graphic Design Instruction with WA Dreamweaver Suite

Submitted by:
Edwin Cuenco, MFA
Assistant Professor of Art
Arkansas Tech University

ABSTRACT

This research seeks funding to purchase a Dreamweaver Supersuite software to allow me to further develop my teaching skill and knowledge acquisition of the latest graphic design software technology that will benefit the graphic design students of the Art department. It will also enhance the development of web design technology to meet industry compliance as part of my graphic design teaching methodology. The project will aim at developing a complete faculty toolset of skills needed to assist students to create effective web design projects for a wide range of applications and techniques.

More importantly, I will focus on learning the use of the latest digital applications in the field of online web applications, interactive content and develop cross-platform rich internet applications, including successful web solutions to deliver an enhanced graphic design course.

Adobe describes the Creative 5 Suite as *"the ultimate toolkit for designers who need to express their wildest ideas with precision; work fluidly across media; and produce exceptional results in print, web, interactive, and mobile design. Craft eye-catching images and graphics, layout stunning pages, build standard-based websites, create interactive content without writing code, and extend page layouts for viewing with eBook devises".*

GOAL

An important component of my research as a graphic designer and art faculty at ATU is learning new and upcoming technology. The latest WA Dreamweaver Supersuite is an important upgrade and acceptance to industry-standard practices for our graphic design students to develop their web production skills and knowledge in online design concepts and technical proficiency. Acquiring these new software will also represent a major step forward in my current professional design usability and add substantial new teaching features for developing and producing web design courses and projects.

NEED

In this era of an evolving media technology, graphic designing has become a profession with plenty of opportunities. As technology moves forward, the job outlook I this area of expertise will one of positive growth due to an increase demand in the video game, interactive, corporate and special effects industry.

Although the development of digital technology does not deter from the importance of traditional methods of teaching graphic design, students should be aware of the ever-changing nature of the technology they work with and their ability to create and compose a layout on different formats. In addition, the growing worldwide popularity of the Apple and Google-based devices will require further technical training in developing specific web applications.

As graphic design becomes increasingly technical, students need a better understanding of how their design solution runs on graphics software. WAS Dreamweaver Supersuite is a powerful tool that is designed to cultivate and experiment with the latest print, web, and multimedia technology. By exploring the latest digital requirements in web design technology, students learn to develop, analyze, and adapt industry compliance-based designs for maximum performance, accuracy, and quality.

DISSEMINATION

The study will focus on learning this new software for effective implementation in my web design courses. This process will prepare me to respond, educate, and support the need of our students in anticipation of ATU-RPL 220 upgrade to Adobe Creative Suite 5.5 version in SY 2011.

By encouraging my graphic design students to learn this technology as part of their creative process, it not redefines established solutions but also encourages development of the student's imagination. Furthermore, I plan to develop a digital methodology that explores new techniques of exploring online content solution essential to our current graphic design curriculum utilizing this software. The results of which will be integrated in my current course offerings to encourage student learning and participation, stimulating student activity in a way that benefits the Art department and local community as a whole.

BIBLIOGRAPHY

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