



## COURSE OUTLINE: GRD401 - WEB DESIGN 2

Prepared: Terry Hill

Approved: Bob Chapman, Chair, Health

<b>Course Code: Title</b>	GRD401: WEB DESIGN 2
<b>Program Number: Name</b>	1094: DIGITAL MEDIA
<b>Department:</b>	GRAPHIC DESIGN
<b>Academic Year:</b>	2022-2023
<b>Course Description:</b>	This course will provide an experience for the senior level design students to be a fully functioning front end Web designer. The course will centre around the development of websites and development of content and coding for projects undertaken. If possible pro-bono projects for not for profit organizations focused in community-based issues will be undertaken by the participant. The course will be facilitated by an experienced faculty who will guide and art direct the participant through the projects to complete the competencies required by the course.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	63
<b>Prerequisites:</b>	GRD301
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>1094 - DIGITAL MEDIA</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
	VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
	VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
	VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
	VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others.
	VLO 6 Use recognized industry practices throughout the design process and related business tasks.
	VLO 7 Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
	VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.
	VLO 9 Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.
	VLO 10 Assess, select and use a variety of digital media technologies when developing



	design solutions.
<b>Essential Employability Skills (EES) addressed in this course:</b>	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 3 Execute mathematical operations accurately.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
<b>Course Evaluation:</b>	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>
<b>Other Course Evaluation &amp; Assessment Requirements:</b>	<p>Lates: An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (60%) grade.</p> <p>If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p> <p>Fail: A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory D grade level or in which the directions have not been followed correctly.</p> <p>Upon achieving a Fail (F) grade (below 50%) the student must meet with the instructor immediately to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.</p> <p>Maximum grade for a failed assignment is C (65%).</p> <p>If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.</p> <p>From time to time the results of student projects assigned during the duration of this course may be used for college promotional purposes. Where possible credit for the work will be</p>

provided ( student name) in conjunction with the display of the work.  
 Original sources and copyright owners of all imagery used in projects by students for educational purposes must be documented and submitted as part of a bibliography for each assignment. In the event that borrowed imagery ( stock photos and illustrations) are not to be used for promotional purposes the college reserves the right edit the work to replace those images with those that are within the terms of copyright agreements suitable for college promotion.  
 Other than a name credit no additional compensation will be provided to the student for the use of their work on college promotional materials.

**Opting out**

It is assumed that all student completed as part of a Sault College course work will be eligible for consideration however, if a student wishes to not allow the college to use their work the student is required to write a letter to the coordinator indicating their intention to opt out of this initiative. There will be no penalty applied to the student for opting out of this plan.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Conceptualize and develop solutions for appropriate use of space, layout photography, illustration and typography in multiple page website designs.	1.1 Develop typographical solutions appropriate to client and user needs of a website 1.2 Create appropriate wireframes and grid layouts to organize space in website appropriately. 1.3 Source, select and/or create customized images to communicate concepts appropriate to the website project. 1.4 Generate any necessary written content for the website being worked on.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Effectively plan and present concepts to solve design problems as they relate to websites, and stakeholder needs and present those in the form of a formalized style guide for future website development.	2.1 Create style guide plans with notations for further coding and development. 2.2 Use coding and appropriate software to develop prototypes of initial plans for user testing and analysis. 2.3 Develop project plans with regards to timeframes, deadlines and necessary steps.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Utilize current coding methodologies and prototyping software to create engaging client presentations.	3.1 Determine most appropriate methods of developing prototypes as it pertains to project challenges at hand. 3.2 Develop and deliver presentations to pitch concept prototypes to colleagues and proxy groups for clients. 3.3 Utilize necessary coding skills and software skills to generate engaging prototype. 3.4 Gather, and analyze feedback from presentations and develop improvement plans for projects. 3.5 Analyze existing code and edit to make customized adjustments. 3.6 Write additional coding as required by project utilizing HTML and CSS.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>



	develop documentation plans to track project progress	4.1 track time spent on project and compare to estimated times for project 4.2 track use of materials and resources for project 4.3 track development of project through exploration of multiple concepts including initial brainstorm development and ideation development
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	develop sites according to current web standards and AODA legislation	5.1 employ strategies for WACG AA compliance 5.2 employ strategies for accessibility compliance [AODA]

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Assignments	100%

**Date:**

December 13, 2022

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.