SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: Web Design 2

CODE NO. : PHT402 **SEMESTER:** 4

PROGRAM: Digital Photography and Imaging

AUTHOR: M. VanLandeghem

DATE: Oct 2016 **PREVIOUS OUTLINE DATED:** Jan 2016

APPROVED:

          Sherri Smith   October 2016
          CHAIR   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): College and program admission requirements.

HOURS/WEEK: 3

I. COURSE DESCRIPTION:

This course is a continuation of Web Design I. Students will learn more advanced website building skills.

This course develops an understanding of how to create responsive websites with new technology options. Stat counters, ways to increase traffic to websites, signature files and security will be researched and implemented in web site projects. Content management systems, shopping carts, social media complete with blogging/ tweeting and mobile devices will be discussed, researched and used to create more interactive websites.

In addition new web technologies for 2016 will be discussed.
User Experience Design (**UXD** or **UED** is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the website. User experience design encompasses traditional human–computer interaction design, and extends it by addressing all aspects of a product as perceived by users.
Students will learn to apply these mew modern technologies to their websites.

Student will complete a final website portfolio project to display their work.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, students will demonstrate the ability to:

1 Understand User Experience Design UXD Technologies

Potential Elements of the Performance:
- Understand the History
- Understand the new elements of UXD design
- Understand features important to the User
- Understand interaction patterns for content
- Understand Usability and Accessibility
- Understand the General Design Process

2.   Working With Social Media

Potential Elements of the Performance:
- Understand how our lives and marketing have changed
- Understand Facebook, Twitter, Blogging, YouTube
- Understand issues related to Social Media
- Understand how to incorporate social media into web sites
- Understand how to promote your website

3. Using Content Management Systems

Potential Elements of Performance

- Understand what CMS does
- Research Open Source Content Management Systems and options
- Understand how to create a website with CMS
- Instructor Project.

4.   Hosted Websites

Potential Elements of the Performance:
- Understand online creation of websites and hosting options
- Creating a professional website online
- Creating websites for mobile devices
- Adding login security to your site
- How to increase traffic to your website
- Protection for your images and content
- Quality of your images for quick display
- Leaving Comments or using Guest Books
- Create stat counters to monitor traffic

5.   Student Portfolio Project

Potential Elements of the Performance:
- Understand How to Create a Professional Portfolio
- Selecting Tools
- Students create a professional portfolio

III. TOPICS

1.   Understand User Experience Design UXD Technologies
2.   Working With Social Media
3   Using Content Management Systems
4.   Hosted Websites
5.   Student Porfolio Project

IV.   Required Student Resources

> **On Line Help and Student Resource Files**
> **Internet Research**
> **Lecture Notes and Printed Handouts from Instructor**
> **Web resources from instructor Web Site**

V.   EVALUATION PROCESS/GRADING SYSTEM

The marks for this course will be arrived as follows:

Lab Assignments

- Assignments   30%
- Social Media Project   20%
- Content Management   10%
- Student Website Portfolio   40%

Some minor modifications to the above percentages may be necessary. The professor reserves the right to adjust the mark up or down 5% based on attendance, participation, leadership, creativity and whether there is an improving trend

The professor reserves the right to adjust the number of tests, practical tests and quizzes based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.

- Successful completion of this course is greatly improved with a disciplined approach and consistent attendance to both the lab and lecture / theory classes.
- Students must complete and pass both the test and assignment portion of the course in order to pass the entire courses.
- All Assignments must be completed satisfactorily to complete the course. Late hand in penalties will be 5% per day. Assignments will not be accepted past one week late unless there are extenuating and legitimate circumstances. It is not acceptable to miss classes and / or labs without a reasonable explanation.
- There will also be a lab exercise each and every week that will be due during that lab period. In the event that it cannot be completed during lab time, you will be allowed to complete it as a homework exercise and demonstrate it the following lab with no penalty.

ATTENDANCE:

Absenteeism will affect a student's ability to succeed in this course. Absences due to medical or other unavoidable circumstances should be discussed with the professor. Students are required to be in class on time and

attendance will be taken within the first five minutes of class. A missed class will result in a penalty in your marks unless you have discussed your absence with the professor as described above. The penalty depends on course hours and will be applied as follows:

Course Hours	Deduction
5 hrs/week (75 hrs)	1% per hour
4 hrs/week (60 hrs)	1.5% per hour
3 hrs/week (45 hrs)	2% per hour
2 hrs/week (30 hrs)	3% per hour

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI.   SPECIAL NOTES:

Attendance:
Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

If a faculty member determines that a student is at risk of not being academically successful, the faculty member may confidentially provide that student's name to Student Services in an effort to help with the student's success. Students wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member

VII.   COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.