



COURSE OUTLINE: GRD301 - WEB DESIGN

Prepared: Terry Hill

Approved: Bob Chapman, Chair, Health

Course Code: Title GRD301: WEB DESIGN

Program Number: Name 1094: DIGITAL MEDIA

Department: GRAPHIC DESIGN

Semesters/Terms: 20F

Course Description: The idea of delivering information to an audience digitally over wireless networks is a relatively new technology. User interface and user experience design will be a cornerstone to the content in this course. In this course, the participant will be able to compare and contrast Web-based and print-based communication techniques, methods and concepts. Emphasis will be on mastering the development of effective Web pages and online apps that are geared to deliver specific information to a specific audience.

Total Credits: 3

Hours/Week: 3

Total Hours: 45

Prerequisites: GRD202

Corequisites: There are no co-requisites for this course.

This course is a pre-requisite for: GRD401

Vocational Learning Outcomes (VLO's) addressed in this course:

Please refer to program web page for a complete listing of program outcomes where applicable.

1094 - DIGITAL MEDIA

- 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

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	development.
	VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.
Essential Employability Skills (EES) addressed in this course:	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.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 3 Execute mathematical operations accurately.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	<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>
Other Course Evaluation & Assessment Requirements:	<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 (65%) 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>

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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 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:

Course Outcome 1	Learning Objectives for Course Outcome 1
Conceptualize and develop solutions for appropriate use of space, layout photography, illustration and typography in website design.	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 websites as needed.
Course Outcome 2	Learning Objectives for Course Outcome 2
Effectively plan and present concepts to solve design problems as they relate to websites, and stakeholder needs.	2.1 Create wireframe 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.
Course Outcome 3	Learning Objectives for Course Outcome 3
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.
Course Outcome 4	Learning Objectives for Course Outcome 4
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

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		multiple concepts including initial brainstorm development and ideation development.
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Utilize beginner level coding skills to write and edit code as necessary to create custom Web experiences.	5.1 Analyze existing code and edit to make customized adjustments. 5.2 Write additional coding as required by project utilizing HTML and CSS.
Evaluation Process and Grading System:	Evaluation Type	Evaluation Weight
	Assignments and Projects	100%
Date:	August 13, 2020	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	

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