COURSE OUTLINE

GRD401

Prepared: Terry Hill   Approved: Sherri Smith

Course Code: Title	GRD401: WEB DESIGN 2
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semester/Term:	18W
Course Description:	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.
Total Credits:	3
Hours/Week:	3
Total Hours:	63
Prerequisites:	GRD301
Vocational Learning Outcomes (VLO's): **Please refer to program web page for a complete listing of program outcomes where applicable.**	#1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project. #2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user. #3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. #4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies. #5. Communicate ideas, design concepts and opinions clearly and persuasively to others. #6. Use recognized industry practices throughout the design process and related business tasks. #7. Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget. #8. Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations. #9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development. #10. Assess, select and use a variety of digital media technologies when developing design

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	solutions.
Essential Employability Skills (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. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #3. Execute mathematical operations accurately. #4. Apply a systematic approach to solve problems. #5. Use a variety of thinking skills to anticipate and solve problems. #6. Locate, select, organize, and document information using appropriate technology and information systems. #7. Analyze, evaluate, and apply relevant information from a variety of sources. #8. Show respect for the diverse opinions, values, belief systems, and contributions of others. #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. #10. Manage the use of time and other resources to complete projects. #11. Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
Other Course Evaluation & Assessment Requirements:	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. 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. A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below. 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. 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. Maximum grade for a failed assignment is C (65%). If failed assignments are not submitted by the negotiated deadline the late penalty policy will

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	apply.

Evaluation Process and Grading System:		
	Evaluation Type	**Evaluation Weight**
	Assignments	100%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Conceptualize and develop solutions for appropriate use of space, layout photography, illustration and typography in multiple page website designs.

Learning Objectives 1.

- Develop typographical solutions appropriate to client and user needs of a website
- Create appropriate wireframes and grid layouts to organize space in website appropriately.
- Source, select and/or create customized images to communicate concepts appropriate to the website project.
- Generate any necessary written content for the website being worked on.

Course Outcome 2.

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.

Learning Objectives 2.

- Create style guide plans with notations for further coding and development.
- Use coding and appropriate software to develop prototypes of initial plans for user testing and analysis.
- Develop project plans with regards to timeframes, deadlines and necessary steps.

Course Outcome 3.

Utilize current coding methodologies and prototyping software to create engaging client presentations.

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Learning Objectives 3.

  • Determine most appropriate methods of developing prototypes as it pertains to project challenges at hand.
  • Develop and deliver presentations to pitch concept prototypes to colleagues and proxy groups for clients.
  • Utilize necessary coding skills and software skills to generate engaging prototype.
  • Gather, and analyze feedback from presentations and develop improvement plans for projects.
  • Analyze existing code and edit to make customized adjustments.
  • Write additional coding as required by project utilizing HTML and CSS.

Course Outcome 4.

develop documentation plans to track project progress

Learning Objectives 4.

track time spent on project and compare to estimated times for project
track use of materials and resources for project
track development of project through exploration of multiple concepts including initial brainstorm development and ideation development

Course Outcome 5.

develop sites according to current web standards and AODA legislation

Learning Objectives 5.

employ strategies for WACG AA compliance
employ strategies for accessibility compliance [AODA]

Date: Thursday, August 31, 2017

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

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information.