



DSGN 270 - Web Design Theory and Social Media Concepts

Course Description:

This course will introduce the best practices in web design theory including web usability and standardization. The course will also address types of social media sites, integrating social media into the website, and appropriate usage of social media.

1.5 credits

Time Guidelines:

The standard instructional time for this course is 64 hours.

Effective Year

2019/2020

Course Assessment:

Social Media assignments:	50%
Web Design Theory assignments:	50%

SAIT Policies and Procedures:

The School of Information and Communications Technologies (ICT) expects students to act professionally during their studies. A guideline outlining expectations is available on the [Information and Communications Technologies Orientation](#) page. Students should review the guideline regularly, as the content may change.

Required Course Publication(s):

Krug, S. (2014). *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability* (3rd ed.). New Riders. ISBN: 9780321965516.

Course Learning Outcome(s):

1. Evaluate the principles of social media and "Web 2.0".

Objectives:

- 1.1 Interpret the Tim O'Reilly definition of Web 2.0.
- 1.2 Examine the principles of social media and what it is good for.
- 1.3 Review how social media has influenced today's society.

2. Register popular social media and web 2.0 services.

Objectives:

- 2.1 Compare popular social networks in terms of their importance and functionality.
- 2.2 Compare popular micro-blogging services in terms of their importance and functionality.
- 2.3 Compare popular video sharing services in terms of their importance and functionality.
- 2.4 Compare popular photo sharing services in terms of their importance and functionality.
- 2.5 Compare popular forum software in terms of their importance and functionality.
- 2.6 Compare popular blogging software in terms of their importance and functionality.
- 2.7 Compare popular location based networking services in terms of their importance and functionality.
- 2.8 Compare popular social bookmarking services in terms of their importance and functionality.
- 2.9 Compare popular web based IRC chat clients in terms of their importance and functionality.
- 2.10 Compare popular wiki software in terms of their importance and functionality.

3. Create a new blog.

Objectives:

- 3.1 Review the benefits of a blog to a social media strategy.
- 3.2 Implement blogging software.
- 3.3 List your blog on a major search engine.
- 3.4 Set up blog syndication.
- 3.5 Identify quality blog content.
- 3.6 Create unique content to draw users to your blog.

4. Execute an original social media strategy.

Objectives:

- 4.1 Evaluate well executed social media campaigns.
- 4.2 Identify the important elements of planning a social media campaign, such as audience, duration, and desired campaign outcome.
- 4.3 Use URL shortening services to track activity across your social media campaign.
- 4.4 Create unique content to use in your social media campaign.
- 4.5 Create a contest or other campaign that encourages your audience to interact with you directly across multiple social networks.

5. Integrate social media services into your website.

Objectives:

- 5.1 Identify ways that social media services can integrate with each other to streamline your campaign.
- 5.2 Create functionality for your website so that users can share or contribute to your content via social media.

6. Publish a simple podcast.

Objectives:

- 6.1 Identify the characteristics of a podcast.
- 6.2 Review inexpensive hardware and software to get started podcasting.
- 6.3 Justify the importance of writing a script and producing your podcast.

6.4 Record a podcast.

7. Identify the unique characteristics of online media and how these characteristics influence design choices.

Objectives:

7.1 Define design.

7.2 Explain some of the difference between designing for web and designing for print.

7.3 Describe responsive design and what problem it tries to solve.

7.4 Explain how bandwidth limitations influence design decisions.

7.5 Explore how different viewing mediums can affect design.

7.6 Explain the basic principles of typography.

7.7 Explain the basic principles of colour.

7.8 Create style tiles to demonstrate design choices for a website.

8. Explain why information architecture, accessibility, and usability are important to achieving optimal results with site design.

Objectives:

8.1 Define usability.

8.2 Explain why usability is an important aspect of web design.

8.3 Describe some common website conventions.

8.4 Define information architecture.

8.5 Explain the relationship between information, organization, and navigation.

8.6 Create a site map for a multi-page website.

8.7 Explain the concept of universal design.

8.8 Describe some of the ways that web content may be inaccessible to certain users.

9. Describe appropriate and effective content for online media.

Objectives:

9.1 Define content strategy.

9.2 Identify ways to make content easier to read.

9.3 Explain the concept of adaptive content.

9.4 Describe how a content audit and content inventory should be used when developing website content.

10. Address ethical issues in web design.

Objectives:

10.1 Describe the concepts of copyright, public domain, and Creative Commons.

10.2 List some of the ways you can legally obtain content to use for free on a website.

10.3 Explain the potential legal issues around privacy laws and websites.

10.4 Describe some of the issues that may be faced by women, people of colour, and other minorities working in the web development field.

11. Use various design tools to create examples of layouts that exemplify different theories about design.

Objectives:

11.1 Sketch basic wireframes on paper.

11.2 Create wireframes for different screen widths of the same website.

11.3 Explain how frameworks can be used to create responsive prototypes.

11.4 Describe different types of responsive navigation.

12. Explain in basic terms how a website can be optimized to achieve high ranking results with search engines.

Objectives:

12.1 Explain what findability is and why it is important.

12.2 Describe the basics of how search engines determine the ranking of each page.

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