MAD9011

Mobile Design Fundamentals

Professor

Adam Robillard

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Office Hours: by appointment only

ABOUT

I am a web design & developer currently work at Spruce Creative, a marketing firm that specializes in working with community building and indigenous organizations.

Please note:

I will make every effort to respond to emails within 24 hours, Monday to Friday. Unless otherwise indicated, emails sent over the weekend may not be responded to until the following business day.

Please send emails using your **Algonquin College student email address** as messages from other accounts may be blocked or sent to spam and therefore missed.

Course Overview

Course Description

Students are introduced to graphics and illustration programs in the computer environment. Students also learn skills and production techniques which help to design effective interfaces for websites, mobile websites and mobile applications. Focus is placed on hands-on learning of software, such as Adobe Photoshop and Illustrator. Basic design concepts are covered within the context of becoming productive with the software packages.

Benefits of the Course

- Learn core skills needed to work with Adobe CC apps

- Learn basics of layout and design

- Learn to create and edit assets specifically for web and mobile

- Flex your creative muscles

4 Units

This course is broken down into four units:

Adobe Illustrator	Adobe Photoshop	Animated SVG	Adobe Xd

Assignments & Grading

- 3 main assignments (**45%**):
  - Illustrator (**12.5%**), Photoshop (**12.5%**), and Final (**20%**)

- 2 quizzes (**20%**)
  - Illustrator & Photoshop

- 10 exercises (**24%**)
  - Applicable to weekly topics

- 3 discussions (**11%**)
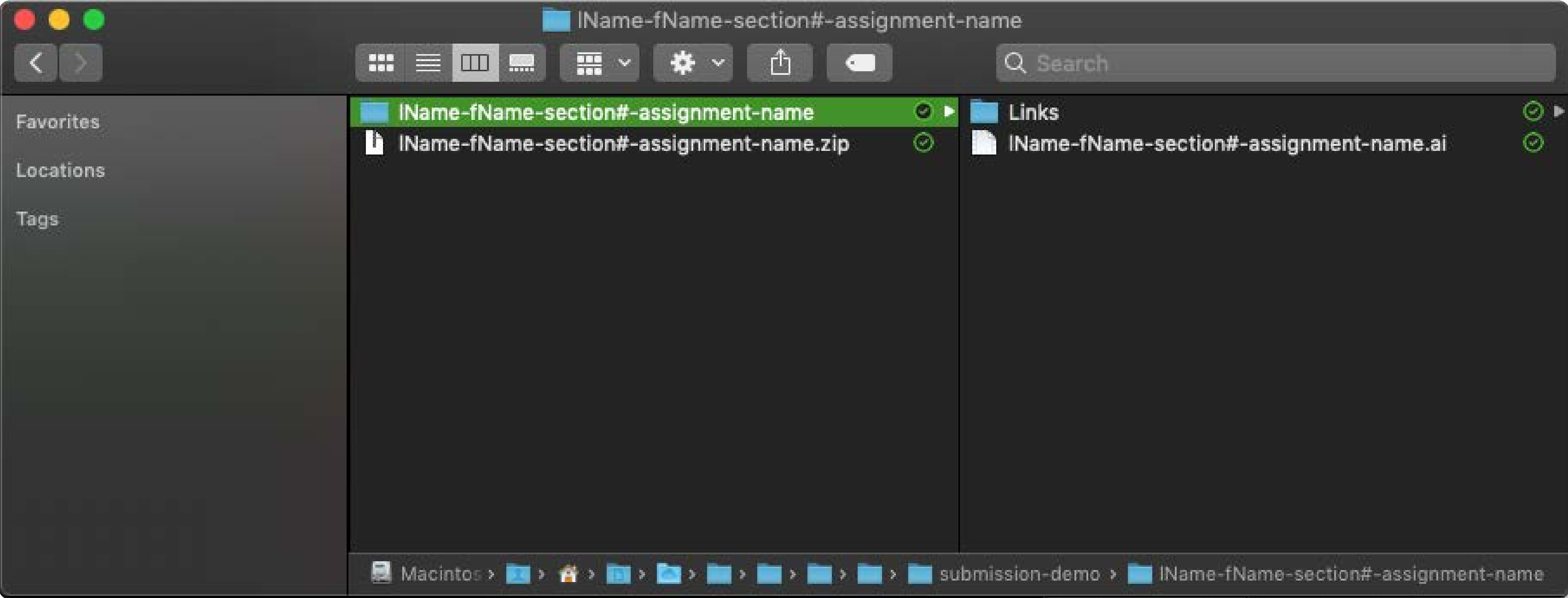 - Brainstorming & peer feedback, for each main assignment

File Naming for Submissions

Proper file naming is important!

- It helps keep both you and I organized and ensures I am marking the correct assignments

- When you are working in the industry you will frequently share files, get in the habit of having clearly labeled and organized files right away

Every assignment and exercise will have **at least 1pt** of the grade dedicated to proper file naming, organization, and submission.

Weekly Course Work & Expectations

Review All Wesbite Content

Course website: https://mad9011.github.io/F2021/

As a hybrid course, this course features a minimum of 1 hour a week of online learning via content on the course website.

There will also often be videos and supporting links to help understand the content and further your learning.

The expectation moving forward will be that you have reviewed all of the content before the in-class time.

In Class Time

During class we will focus on practical tutorials, exercises, and assignments.

The tutorials will expand on the content you have learned from the website content and give you a chance to apply your skills.

Class time will be the best opportunity to receive feedback on assignments and to ask more detailed questions about assignments, content, etc.

Exercises

Most weeks will feature a short graded exercise.

All of the weekly exercises in total are worth **24%** of your final grade.

We will go over the exercise in class together and the exercise will be due by the beginning of the following week's class.

College Policies

Late Assignment Policy

- 10% deduction per day for the first 3 days (including weekend).

- After 10 days (including weekend) of no submission, the student will receive a 0.

*Students may still submit their assignments after the ten days, but it will only be for the purpose of receiving feedback on their work. **No grade will be given**.*

Plaigarism

From Algonquin Academic Affairs Policy [AA20 Plagiarism](#):

Plagiarism, whether done deliberately or accidentally, is defined as presenting someone else's work, in whole or in part, as one's own. It includes the verbal or written submission of another work without crediting that source. This applies to ideas, wording, code, graphics, music, and inventions. It includes all electronic sources, including the Internet, television, video, film, and recordings, all print and written sources, such as books, periodicals, lyrics, government publications, promotional materials, and academic assignments; and all verbal sources such as conversations and interviews. Sharing one's work with other students is also considered an act of plagiarism.