

# MAD9011

## Mobile Design Fundamentals

### Course Outline

2021-2022

<b>Pre-requisite(s)</b>	N/A
<b>Co-requisite(s)</b>	N/A
<b>Prepared by</b>	Steve Griffith, Professor / Coordinator
<b>Approved by</b>	Dan Pihlainen, Chair, Media Studies
<b>Normative hours</b>	42.00
<b>Grading system</b>	A+ Through F
<b>Experiential Learning</b>	No

Applicable Program	Level	Core/Elective
1515X01FWO - Mobile App. Des. & Dev	1	Core

#### COVID-19 Notice

Due to COVID19, this course may be offered via remote delivery in 2021-22 (unless the course is already being delivered fully online). Your course may have changes that are not reflected in the Course Outline. Please see the Course Section Information document for information about your course. If you have questions, please contact your professor.

## Course Description

Students are introduced to mobile design fundamentals and graphical user interface design tools. The design concepts include user interface visual elements, principles, accessibility and usability. Students gain production experience and skills implementing mobile industry-standard graphics and design tools, which help them create effective interfaces for mobile-first web and mobile applications. Students apply hands-on learning with different software packages to create visual elements, icons, splash graphics, scalable vector graphic (SVG) animations and wireframes for mobile user interfaces.

## Vocational Learning Outcomes

This course provides the opportunity for you to achieve the following outcomes:

### 1515X01FWO - Mobile App. Des. & Dev

<b>VLO 3</b>	Create effective user interfaces that leverage evolving mobile device capabilities. (T, A)
<b>VLO 4</b>	Design and develop websites that deploy to different devices and platforms. (T, A)

**Assessment Levels** —**T**: Taught **A**: Assessed **CP**: Culminating Performance

## Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

<b>EES 2</b>	Respond to written, spoken or visual messages in a manner that ensures effective communication. (T, A)
<b>EES 8</b>	Show respect for diverse opinions, values, belief systems and contributions of others. (T, A)

# Course Learning Requirements / Embedded Knowledge and Skills

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When you have earned credit for this course, you will have demonstrated the ability to:

**1.) Compose vector-based images using professional graphics software.**

- Use vector graphics software packages and select distinct shapes to create mobile icons
- Apply colour effectively in designing professional icons
- Export icon files in a variety of sizes to support the implementation
- Incorporate alignment and proper typography in UI layout

**2.) Create raster-based images using professional graphics software.**

- Organize workflows in the digital environment
- Create and edit silhouette images and correct colours for vibrancy
- Refine image to be pixel perfect using special tools; blend layers and use effects to create coherent images
- Optimize and save images as appropriate formats for software implementation

**3.) Design scalable vector graphics and write SVG code.**

- Write SVG code and explorer SVG texts and effects
- Optimize and organize SVG code to support SVG accessibility best practices.
- Incorporate CSS code to animate SVG graphics and display different states (on, off, not connected)
- Create HTML/CSS to publish SVG images for viewing on mobile devices

**4.) Create mobile user interface interactions using professional prototype software.**

- Create mobile user interface layouts with prototype software
- Apply visual design to user interfaces element
- Add screen transition and interactions to demonstrate a mobile user flow
- Use plug-ins and UI design kits to support platform standards
- Generate visual design specifications for coding

**5.) Explain how design elements and principles apply when creating graphical user interfaces.**

- Express visually the usability of a graphic interface
- Know different types of mobile platform standards
- Show correct layout for various devices (phone, tablet, web, landscape, portrait)

**6.) Work with the same user interface elements with graphical and authoring tools.**

- Create an image in a format that can be edited in a coding tool
- Edit an image through a coding tool
- Implement an image created or edited through code for a mobile/web interface

## Learning Resources

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- Online readings
- Online video tutorials
- BrightSpace LMS content
- Vuepress course website
- In-class lectures
- In-class demonstrations
- Hands-on exercises
- Online web conferences

**Hardware and Software:**

- Macbook Pro (specified by the Program)
- Adobe Creative Cloud: Illustrator, Photoshop, Xd
- Code editor (e.g. Visual Studio Code)

# Learning Activities

The students will be learning online, guided by a curriculum with video tutorials, discussions and quizzes. They will reflect what they have learned on weekly homework and apply practical knowledge to assignments and a final project. The in-class time will not be a lesson therefore each student must complete the curriculum modules themselves to move through this course. Participating in peer reviews, chats and forums will be a big part of the activities learned.

- Lectures and demonstrations
- Presentations
- Hybrid learning activities
- Class exercises and discussions
- Discussion forums
- Assignments
- Projects
- Quizzes

# Evaluation / Earning Credit

The following list provides evidence of this course's learning achievements and the outcomes they validate:

**Hybrid Assignment(s) (35%)**

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5, CLR 6, EES 2, EES 8, EES 11

**Quiz(zes) (20%)**

Validates Outcomes: CLR 1, CLR 2, CLR 5, EES 11

**Assignment(s) (25%)**

Validates Outcomes: CLR 1, CLR 2, CLR 4, CLR 5, EES 8, EES 11

**Project(s) (20%)**

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, CLR 5, CLR 6, EES 2, EES 8, EES 11

# Prior Learning Assessment and Recognition

Students who wish to apply for Prior Learning Assessment and Recognition (PLAR) need to demonstrate competency at a post-secondary level in all outlined course learning requirements. Evidence of learning achievement for PLAR candidates includes:

- Portfolio
- Project/Assignment

# Other Information

## Grade Scheme

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90% - 100%	4.0	A	85% - 89%	3.8
A-	80% - 84%	3.6	B+	77% - 79%	3.3
B	73% - 76%	3.0	B-	70% - 72%	2.7
C+	67% - 69%	2.3	C	63% - 66%	2.0
C-	60% - 62%	1.7	D+	57% - 59%	1.4
D	53% - 56%	1.2	D-	50% - 52%	1.0
F	0% - 49%	0	FSP	0	0

# Course Related Information

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Please refer to the Course website weekly schedule for specific course-related information as provided by your professor.

## Department Related Information

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## College Related Information

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**Algonquin College's policies have been developed to ensure the health, safety and security of all students, faculty and staff, and the proper and fair operation of the College as an academic institution and employer. Please refer to the Algonquin College Policies website for the most current policy information available at <http://www.algonquincollege.com/policies/>.**

**Students are especially encouraged to be aware of the following College expectations**

### **Academic Integrity & Plagiarism**

Algonquin College is committed to the highest standards of academic integrity, and students are expected to uphold these standards as part of the learning process. Any academic work submitted by a student is expected to be their own work, unless designated otherwise and all sources must attributed. All students should be familiar with the Algonquin College policy [AA18: Academic Dishonesty and Discipline](#) as well as [AA20: Plagiarism](#). In some courses, online proctoring may be used to discourage cheating. Additional information can be found at <https://www.algonquincollege.com/studentsupportservices/student-learning-kit/preparing-to-learn-online/>. Students with any questions about the course expectations for academic dishonesty and plagiarism are encouraged to speak to their professor.

### **Centre for Accessible Learning**

Students with visible and/or non-visible disabilities are encouraged to register with the Centre for Accessible Learning (CAL) in order to be eligible for appropriate learning supports and/or accommodations. Students are strongly encouraged to make an appointment at the Centre for Accessible Learning as early as possible when starting a program. Once your needs are identified, a Letter of Accommodation (LOA) will be issued which you can share with your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

### **College Email**

Students at Algonquin College are provided with a college email account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course activities. Your network credentials can be found in the [ACSIS portal](#) and you are expected to check your Algonquin email regularly and to use it to send and receive college-related email. Support is available through the college Information Technology Service (ITS) at: <https://www.algonquincollege.com/its/>

### **Retroactive Accommodations**

Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please consult Algonquin College Policy [AA21: Deferred Evaluation](#).

### **Student Course Feedback**

Algonquin College's invites students to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy [AA25: Student Course Feedback](#).

### **Use of Mobile Devices in Class**

With the proliferation of small, personal mobile devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices can be disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College [Policy AA32: Use of Mobile Devices in Class](#)

### **Technology Requirements**

As Algonquin College continues to respond to public health guidelines, many courses will be offered through remote delivery. As such, students will be required to have access to a computer and to the internet. There may also be additional technology-related resources required to participate in a course that are not included in the course materials fee, such as headphones, webcams, specialized software, etc. Details on these requirements can be found in the Course Section Information of the course outline for each course available on Brightspace.

### **Transfer of Credit**

It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.