

IDES 252

Digital Media II

Fall Term 2015 » 3 credits » Pre-requisite: IDES 151 Co-requisite: IDES 211 » Instructor: Jerome Valdez / jvaldez@capilano.ca

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Hardware

- 1 Computer system as per program requirement for use in lab; operating system.
- 2 Portable Media Storage

Required Software

- 1 Adobe CS6 Master Collection
- 2 Universal Type Client
- 3 MS Office
- 4 Brackets text editor

Required Texts

none

COURSE DESCRIPTION

This course focuses on developing skills in the primary software programs used in the visual communication professions, and builds on the principles introduced in *Digital Media I*. The emphasis is on the role of the designer and/or illustrator in the creation of visual communication for static and dynamic media, including information-rich websites. Applied projects address the needs of differing real-world digital communications scenarios.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- create and manage a website using a WYSIWYG (What You See Is What You Get) website authoring tool;
- demonstrate functional usage of CSS (Cascading Style Sheets);
- design flexible web pages for information-rich content;
- embed media in a web page;
- gather user information in a web page via HTML (Hyper Text Markup Language) forms; and
- continue learning via self-directed methods.

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WEEK 1 SEPT 7

Labour Day; no class.

WEEK 2 SEPT 14

Course introduction.
Intro to HTML/CSS internet basics.
Setting up a website: domain registration and hosting.
Recap of usability and user experience topics.

WEEK 3 SEPT 21

Writing basic HTML/CSS with a text editor.
Workshop: finalize web hosting details and domain registration.
Project 1 assigned: building our first website. *Due week 7.*
Quiz 1.

WEEK 4 SEPT 28

Introduction to javascript.
Introduction to HTML tags used for layout.
Introduction to the Bootstrap framework.
Introduction to prototyping theory and tools, including WYSIWYG authoring tools.
Quiz 2.

WEEK 5 OCT 5

Basic grid and box model in CSS.
Intro to web fonts, and using CSS font styles.
Introduction to graphic optimization, web-compatible image types, optimized file sizes.
Quiz 3.

WEEK 6 OCT 12

Thanksgiving; no class.

WEEK 7 OCT 19

Project 1 due: first website.
Mobile-first design concepts.
Working with a WYSIWYG editor.
Marketing campaign sites: requirements, approaches, and solutions.
Workshop: creating a marketing landing page.
Project 2 assigned: marketing campaign site. *Due week 9.*

WEEK 8 OCT 26

Storytelling patterns in the digital medium.
Transition from static comps to the interactive medium.

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WEEK 9 NOV 2

Project 2 due: marketing campaign site.
 Blog sites: requirements, approaches, and solutions.
 Workshop: creating a blog.
 Project 3 assigned: blog website. *Due week 12.*

WEEK 10 NOV 9

Blog customizations.
 In-class work on blog assignment.

WEEK 11 NOV 16

Social media integrations.

WEEK 12 NOV 23

Project 3 due: blog site.
 Advanced CSS techniques.
 Project 4 assigned: Final website project. *Due week 15.*

WEEK 13 NOV 30

Designing web forms.

WEEK 14 DEC 7

Online tutorials for self-study.

WEEK 15 DEC 14

Project 4 due: final website project.
 Final project presentations.

EVALUATION PROFILE

Quizzes 1 and 2 (10% each)	10%
Quiz 3	10%
Projects 1-3 (15% each)	45%
Project 4	20%
Participation	15%
Term total	100%

GRADING PROFILE

<i>Excellent</i> A+ 90-100 A 85-89 A- 80-84
<i>Good</i> B+ 77-79 B 73-76 B- 70-72
<i>Satisfactory</i> C+ 67-69 C 63-66 C- 60-62
<i>Minimal Pass</i> D 50-59
<i>Fail</i> F 0-49

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.