SCHOOL
OF DESIGN IDEA

IDES 252
Digital Media II

Fall Term 2016 » 3 credits » Pre-requisite: IDES 151 » Instructor: Jerome Valdez

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 Subscription

Required Texts

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 prototype websites using a WYSIWYG (What You See Is What You Get) authoring tool;

• demonstrate functional usage of CSS (Cascading Style Sheets);

• design flexible web pages for information–rich content;

• embed media in a web page;

• incorporate established user experience principles in each prototype;

• 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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Weekly Schedule

WEEK 1   SEPT 5

Statutory Holiday: Labour Day, campus closed

WEEK 2   SEPT 12

Course introduction
Intro to HTML/CSS basics – writing in a text editor
Recap of usability and user experience topics

WEEK 3   SEPT 19

Continuing to write basic HTML/CSS with a text editor
Project 1 assigned: *Simple Website in HTML/CSS*. Due Week 7
Quiz 1

WEEK 4   SEPT 26

Introduction to Javascript
Introduction to HTML tags used for layout
Introduction to the Bootstrap or similar alternative web frameworks
Recap and refinement of prototyping theory and tools
Quiz 2

WEEK 5   OCT 3

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 10

Statutory Holiday: Thanksgiving Day, campus closed

WEEK 7   OCT 17

Project 1 due: *Simple Website in HTML/CSS*
Mobile-first design concepts
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 24

Storytelling patterns in the digital medium

WEEK 9   OCT 31

Project 2 due: *Marketing Campaign Site*
Blog sites: requirements, approaches, and solutions
Workshop: creating a blog
Project 3 assigned: *Editorial Site or App*. Due Week 12

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Weekly Schedule continued

WEEK 10   NOV 7

Design patterns for editorial sites
In-class work on blog assignment

WEEK 11   NOV 14

Social media integrations

WEEK 12   NOV 21

Project 3 due: *Editorial Site or App*
Advanced CSS techniques
Project 4 assigned: *Comprehensive Campaign Website or App.* Due Week 15

WEEK 13   NOV 28

Designing web forms

WEEK 14   DEC 5

Online tutorials for self-study

WEEK 15   DEC 12

Project 4 due: *Comprehensive Campaign Website or App*
Final project presentations

EVALUATION PROFILE

Quizzes 1, 2 (5% each)	10%
Quiz 3	10%
Projects 1–3 (15% each)	45%
Project 4	20%
Participation	15%
Term total	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84

Good **B+** 77–79 **B** 73–76 **B-** 70–72

Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62

Minimal Pass **D** 50–59

Fail **F** 0–49

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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.

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.

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