COURSE OUTLINE

2017/2018

COURSE NAME: Web Design & Usability I

COURSE CODE: DMIT1529

COURSE DESCRIPTION

Students in this course will develop skills in designing for the web with a focus on usability and user experience. The course will practice the theories and techniques behind grid based interface design, web typography, CSS style and layout, and using image editing software as a design tool.

Course Credits: 3.00

Pre-requisites: COMP1017, COMP1008

Co-requisites: DMIT1530

Equivalent Courses: DMIT179

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	Apply design principles individually and collectively to create highly usable websites The following concepts, skills, and issues are used to support this Outcome: • Fundamental design principles • Use of image and graphics editing software • Identify the use of design principles in other peoples work
2	Design headlines and body copy using typographic techniques to amplify communication on the web The following concepts, skills, and issues are used to support this Outcome: • Implementation of webfonts • Webfonts theory - advantages and disadvantages • Basic typographic techniques • Baseline grids
3	Compose a compelling and effective digital website design composition The following concepts, skills, and issues are used to support this Outcome: • Visual grid system theory • Use of image and graphics editing software as a web design tool • Common web design patterns • Critical analysis of design problems

4	Convert a provided website design composition into a functional website The following concepts, skills, and issues are used to support this Outcome: • Semantic HTML5 • CSS selectors, positioning, and the box model • Creation of simple graphic design elements using CSS and HTML • Creation of complex graphic design elements using image editing software • Distill a prepared website design composition to a layout diagram	

STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1 and 4	Practical assessment: Create a design composition for a functional website	25%
1 and 2	Practical assessment: Design website copy using typographic principles	25%
1, 2 and 3	Practical assessment: Re-design a website using design principles, web design techniques, and web typography principles discussed	25%
1, 2, 3 and 4	Labs	25%
	TOTAL	**100%**

COURSE COMPLETION REQUIREMENTS

Average mark no less than 50%.

STUDENT EQUIPMENT AND SUPPLIES

Internet access, a portable digital storage device, a modern standards-compliant web browser, and a text editor are required. One of either Adobe Photoshop or Adobe Illustrator are also required. Both Mac and PC platforms are acceptable, however the latest version of Mac OSX is recommended.

DELIVERY METHOD

This course will be taught using a variety of delivery methods which may include face-to-face, online, or blended teaching platforms. Collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and other such activities may be used to support learning.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: February 17, 2017

Curriculum Committee Review Date: February 18, 2017

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.