

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> GD 202		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>															
<b>Course Full Title:</b> Interactive Design I <b>Course Short Title:</b> <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic and Digital Design															
<b>Calendar Description:</b> Introduction to interactive mediums and the fundamentals of the interactive experience. With a focus on information architecture, interface design, and usability, students will explore digital screens for websites, mobile applications, and data-driven information systems.																	
<b>Prerequisites (or NONE):</b>		GD 157.															
<b>Corequisites (if applicable, or NONE):</b>																	
<b>Pre/corequisites (if applicable, or NONE):</b>																	
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Special Topics</b> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(Double-click on box to select it as checked.)</i> If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>(The specific topic will be recorded when offered.)</i>															
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>30</td> </tr> <tr> <td>Tutorials/workshops</td> <td>10</td> </tr> <tr> <td>Supervised laboratory hours</td> <td>15</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td>5</td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>60</b></td> </tr> </table>		Lecture/seminar hours	30	Tutorials/workshops	10	Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities	5	Other contact hours:		<b>Total hours</b>	<b>60</b>	<b>Transfer Credit</b> Transfer credit already exists: <i>(See <a href="#">bctransferguide.ca</a>.)</i> <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Submit revised outline for rearticulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>	
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Labs to be scheduled independent of lecture hours: <input type="checkbox"/> No <input type="checkbox"/> Yes		<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
		<b>Expected Frequency of Course Offerings:</b> Annually <i>(Every semester, Fall only, annually, every other Fall, etc.)</i>															
<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> February 2018															
<b>Faculty Council approval</b>		<b>Date approved:</b> March 2018															
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> March 2018															
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b>															
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> September 28, 2018															

**Learning Outcomes:**

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

- Recognize effective user interfaces for web sites, mobile applications, and data driven information systems.
- Define User Centered Design (UCD) principles through the creation of user tasks, user journey, personas and motivations
- Organize a body of information based on User Experience (UX), User Interface (UI) design, and Information Architecture (IA).
- Identify the principles of usability and human factors in interactive applications based on user research, mental models, and usability testing.
- Create flow charts, wireframes, and visual design mockups using low, mid and high-fidelity prototyping tools
- Prepare layout design, presentation graphics, style guides and integrate web typography for responsive interactive screens.
- Analyze visual media within a critical, contextual framework
- Create application icons, export images for the web and source / use images ethically
- Apply best practices using current industry standards and strategies
- Present, communicate and support design solutions that address human interaction goals
- Design layouts using mobile first methodology in interactive applications using a grid system
- Build teamwork and leadership skills through cross-collaboration in project work

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Lectures, demonstrations, in-class discussion, in-class analysis of interface design, self-directed content development, out-of-class design development, online research, digital presentations.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials** (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Krug, Steve	Don't Make Me Think Revisited: A Common Sense Approach to Web and Mobile Usability	<input checked="" type="checkbox"/>	New Riders	2014
2.	Subscription to Lynda.com	<input type="checkbox"/>		
3. Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Web Design	<input type="checkbox"/>	RGD & Government of Ontario	2015
4. Norman, Don	The Design of Everyday Things	<input type="checkbox"/>	Basic Books	2013
5. Cooper, Alan	About Face: The Essentials of Interaction Design	<input type="checkbox"/>	John Wiley and Sons	2014

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)

Apple computer, flash drive, Adobe CC current edition

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

**Details (if necessary):****Typical Course Content and Topics****Week 1**

- Course Objectives and Introduction
- Good vs. Bad User Interface Design
- User Design Basics: Interacting with Users, Behaviors & Action, Simplicity, Learnability
- Visual Design Basics: Web Typography, Hierarchy, Composition, Color Palette, Form

Exercise 1: Website User Interface Design Research

**Week 2**

- Creating User Persona
- Evaluate qualitative versus quantitative methods of gathering user persona. Different methods of measuring data and how to use this research to your advantage. Assimilate target market and niches for your digital target audience.
- Making Effective Surveys for your Target Market
- Research methods in creating a survey for your user persona. What makes a survey effective?

Project 1: User Persona Research Assigned

Exercise 1: Website User Interface Design Research Due

**Week 3**

- Planning Site Maps & Flow Charts
- Learn about the implementation of information architecture and the planning process of data for an interactive site. Explore different methods on how to organize navigation, and layout of a site using sitemaps, flow charts, and sketches.

Project 2: Flow Chart & Layout Sketches

User Goals in Interface Design

**Weeks 4 and 5**

- Exploring Layout Grids
- Introduction to Prototyping & Wireframing Process using Adobe XD / Sketch & Invision
- Tools: Layouts, mockups, symbols, groups, images, icons

Project 3: Website Wireframe Assigned

Project 1: User Persona Research Due

**Week 6**

- User Testing on Multiple Screens
- Conduct user testing methods on the wireframe process for good interactivity.

Project 2 due.

**Week 7**

- Visual Design for Web Applications
- Learn how to create a style tile. Explore color theory, visual design, composition, for web applications.
- Digital Typography: Explore font pairings for the web in google fonts, legibility on screens, typography rules for web applications

Project 3: Website Wireframe & Prototyping Due

**Weeks 8 and 9**

- Using Adobe for Web Design
- Tools & Skills: guides, grids, shape masks, layer groups, buttons, textures
- Defining layout sizes for the interactive platform. Exploring image optimization for the web. Planning web design in Photoshop, Illustrator & XD.

Project 4: Custom Website Design Assigned

**Week 10 and 11**

- Designing Icons and Graphics for Apps
- Tools: Layout design, configuration, planning process, app ideas, app icons
- Understanding different UI interfaces for iPhone versus a tablet. Examine graphics for the mobile app.

Project 4: Custom Website Design Due

Project 5: Final Project - Mobile App (Group Project)

**Week 12**

- Lab time

**Week 13**

- Lab time
- Group presentations.
- Last day of class.

Project 5: Final Project Due