



ORIGINAL COURSE IMPLEMENTATION DATE: September 2012
REVISED COURSE IMPLEMENTATION DATE: September 2020
COURSE TO BE REVIEWED (six years after UEC approval): September 2024
Course outline form version: 05/18/2018

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 202		Number of Credits: 3 Course credit policy (105)															
Course Full Title: Interactive Design I: Foundations in Web Design Course Short Title: Foundations in Web Design <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Humanities		Department (or program if no department): Graphic + Digital Design															
Calendar Description: Introduction to interactive mediums and the fundamentals of the interactive experience. A focus on information architecture, interface design (UI), and user experience (UX). Students will design for digital screens.																	
Prerequisites (or NONE):		GD 157.															
Corequisites (if applicable, or NONE):																	
Pre/corequisites (if applicable, or NONE):																	
Antirequisite Courses <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>		Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
Typical Structure of Instructional Hours <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>Total hours</td><td>60</td></tr></table> Labs to be scheduled independent of lecture hours: <input type="checkbox"/> No <input type="checkbox"/> Yes		Lecture/seminar hours	30	Tutorials/workshops	10	Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities	5	Other contact hours:		Total hours	60	Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit	
		Lecture/seminar hours	30														
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Total hours	60																
Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>																	
Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit																	
Maximum enrolment (for information only): Expected Frequency of Course Offerings: Annually <i>(Every semester, Fall only, annually, etc.)</i>																	
Department / Program Head or Director: Karin Jager		Date approved: September 2019															
Faculty Council approval		Date approved: January 2020															
Dean/Associate VP: Jacqueline Nolte		Date approved: January 2020															
Campus-Wide Consultation (CWC)		Date of posting: n/a															
Undergraduate Education Committee (UEC) approval		Date of meeting: February 28, 2020															

Learning Outcomes:

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

- Recognize effective user interfaces
- Define user goals to inform a design solution
- Organize a body of information based on user experience (UX)
- Create flow charts, wireframes, and visual design mockups using low, mid and high-fidelity prototyping tools
- Apply typography to responsive interactive screens
- Design layouts using using a grid system
- Construct templates and/or pattern libraries
- Analyze visual media within a critical, contextual framework
- Create assets for the web
- Source images ethically
- Demonstrate professional oral and written communication skills

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, and digital prototyping tools

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

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?
- Exercise 1 assigned

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 1
- User Goals in Interface Design

Weeks 4 and 6

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

Week 7 -9

- Visual Design for Web Applications
- Create a style tile. UI pattern library for digital interfaces.
- Digital Typography: Explore font pairings for the web in google fonts, legibility on screens, typography rules for web applications
- Project 2

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 3

Week 12

- Lab time

Week 13

- Group presentations.
- Last day of class.
- Project 3: Final project due