

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 302		Number of Credits: 3 Course credit policy (105)															
Course Full Title: Interactive Design III – Applied Web Course Short Title: Applied Web <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: With a focus on web design and digital brand narratives, learn how to develop strategies and apply technological knowledge to customize a WordPress (WP) theme and content management system (CMS) for users to navigate in a multi-screen ecosystem. Integrate targeted user interactivity and measure success rates.																	
Prerequisites (or NONE):		GD 204 or CIS 145.															
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 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>															
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>15</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>		Lecture/seminar hours	25	Tutorials/workshops	15	Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities	5	Other contact hours:		Total hours	60	Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit revised outline for rearticulation: <input type="checkbox"/> No <input checked="" 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 checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
		Expected Frequency of Course Offerings: annually <i>(Every semester, Fall only, annually, every other Fall, etc.)</i>															
Department / Program Head or Director: Karin Jager		Date approved: February 2018															
Faculty Council approval		Date approved: March 2018															
Dean/Associate VP: Jacqueline Nolte		Date approved: March 2018															
Campus-Wide Consultation (CWC)		Date of posting: June 2018															
Undergraduate Education Committee (UEC) approval		Date of meeting: September 28, 2018															

Learning Outcomes:

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

- Create a WordPress (WP) site focused on a brand narrative
- Customize the visual design of existing content management themes (WP)
- Utilize best practices to integrate plug-ins and widgets for multi-screen web applications
- Convert a responsive HTML, CSS, JavaScript website into a Content Management System (CMS) custom theme using server-side scripting technology
- Discuss user journey for e-commerce integration in WordPress and the main elements of a product listing page, product detail page, and checkout procedure
- Examine hosting structures and databases in CMS by customizing cPanel and localhost settings in PHPmyAdmin and MySQL
- Measure web page Search Engine Optimization (SEO) and web analytics using appropriate keywords search techniques
- Track traffic success rate and performance of responsive web applications and assess how to improve performance
- Apply best practices using current industry standards to develop mobile first web projects in a collective setting
- Collaborate in a team environment in order to manage time, deliver milestones, and divide appropriate tasks

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.*)

Digital presentation, lectures, demonstrations, production workshops, self-directed content development, out-of-class production, on-line instruction, hands-on labs, guest lectures, may be offered in hybrid format.

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. Williams, Brad Damstra, David Stern, Hal	Professional WordPress: Design and Development	<input checked="" type="checkbox"/>	John Wiley & Sons, Inc.	2015
2. Casabona, Joe	Building WordPress Themes from Scratch	<input checked="" type="checkbox"/>	Rockable Press	2012
3. Jantsch, John Singleton, Phil	SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs https://seoforgrowth.com	<input checked="" type="checkbox"/>	Pixel e-Marketing	2016
4. Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Web Design	<input checked="" type="checkbox"/>	RGD & Government of Ontario	2015
5.	https://wordpress.org	<input type="checkbox"/>		

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

Apple computer, Flash drive, Adobe CC current edition, Subscription to Lynda.com

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	20%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	60%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	20%	Shop work:	%	Total:	100%

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

Introduction to digital experiences for brand narratives, web applications, CMS, database and cPanel

The Brand Narrative: Working with a client brief, establish project goals and objectives and develop a brand narrative based on existing brand guidelines. Investigate multi-screen platforms and digital experience objectives.

Working with Web Applications: Learn how to install WP and other CMS using the cPanel. Login to the cPanel for website backend development, set up email notifications, and customize cPanel. Examine WP CMS file structure and how to add users to the database. Dissect database table system and review how configuration in CMS WP works. Set up a local WP install using MAMP. Review the pros and cons of setting up local versus an online install for CMS.

Week 2: Managing WP Themes

Install and edit themes in the WP file structure by adding, editing, and modifying content, images, navigation structure, links, and settings in the WP dashboard. As a group, modify different WP themes and build a mock website.

Week 3: Plugins and Widgets

Integrate JQuery platforms into WP. Review various platforms such as a video gallery, photo gallery, custom JS slideshow, social media, and contact forms. Customize widgets, news feeds, and blogs by using loops and simple PHP.

Project 1 assigned: Build a website in WP.

Week 4: Creating Custom Themes

Working in WP, create a custom child theme and develop template pages. Examine the header, content, footer system in WP and learn how to modify the theme using custom HTML & CSS, and PHP.

Week 5: Custom Themes Continued

Expand functionality by using loops to make posts and pages. Learn how to paginate and include comments on pages, and develop global custom fields and custom post types that respond to the project goals and objectives.

Week 6: Integrating E-Commerce within CMS

Examine the integration of an e-commerce shopping cart within WP. Focus on user engagement and consider the entire step-by-step process. Match your design with your products, consider image quality, ease of use, and attention to detail. Set up posts and categories for different products. Investigate a variety of e-commerce platforms and analyze the pros and cons of each platform.

Project 2: Client Website Assigned

Project 1 due.

Week 7: E-commerce Continued

Create the ideal check-out process with clear communication. Develop ways to get accurate contact information and options for payment, shipping, and languages. Consider the overall experience and ensure there are ways for customers to follow-up, get support, and solicit reviews. Understand the value of the customer experience and how reviews can build confidence and grow your client's business. Protect customers by making the site secure with an SSL certificate. Integrate social media into the site as part of the overall digital experience and brand narrative.

Week 8: Working in a Team Environment

Develop best practices for working on a large scale website project within a team environment. Learn how to use GitHub as a project management tool, and version control procedures to keep the project on track.

Project 3: Final Group Project Assigned.

Week 9: Launching to a Different URL

Learn how to transfer your database and files to a different URL using plugins, and manual transfer. Implement best practices for launching a website in beta testing phase.

Project 2 due.

Week 10: Search Engine Optimization (SEO)

Understand the importance of SEO in the success of a website and for maximizing its potential. Find out how Google algorithms work in the ranking of websites through the integration of Google Analytics. Develop strategies to drive success that considers the website goals and objectives, and target audiences. Develop key word searches by creating meta data tags that are effective. Integrate different WordPress plugins to help with SEO ranking.

Week 11: Security, Performance and Backing Up WP

Discuss the importance of security in a website and what measures to take that enables secure and backed up websites. Learn how to track website performance and bounce rates, increase website speed with caching methods.

Week 12: Group Collaboration

Lab Day

Week 13: Final class

Final Project due.

Group presentations and class critiques.