



COURSE IMPLEMENTATION DATE: September 2012
 COURSE REVISED IMPLEMENTATION DATE: _____
 COURSE TO BE REVIEWED: March 2018
(six years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

GD 202	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Interactive Design I		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

Interactive mediums are integral to communication today, and this course focuses on the fundamentals of the interactive experience. It focuses on information architecture, interface design, and usability. The emphasis is on computer screens, but other types of digital screens will also be introduced.

PREREQUISITES: GD 157
 COREQUISITES:
 PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: _____
- (b) Cross-listed with: _____
- (c) Cannot take: _____ for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:

Lectures:	<u>30</u>	Hrs
Seminar:		Hrs
Laboratory:	<u>15</u>	Hrs
Field experience:		Hrs
Student directed learning:	<u>15</u>	Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
 Length of course: _____
 Hours per day: _____

OTHER:
 Maximum enrolment: 24
 Expected frequency of course offerings: Once per year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): <u>Karin Jager</u>	Date approved: <u>February 3, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>February 17, 2012</u>
Supporting area consultation	Date approved: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>March 2, 2012</u>
Undergraduate Education Committee (UEC) approval	

LEARNING OUTCOMES:

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

- Define interactive design and its media platforms
- Describe current media trends
- Recognize effective interface design in digital interactive screens
- Identify the principles of usability and human factors in interactive communications
- Apply a process for the development of interactive design
- Organize a body of information to an information design
- Prepare layout and presentation requirements for information design

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures
Demonstrations
In-class discussion
In-class analysis of interface design
Self-directed content development
Out-of-class design development
On-line research
Digital presentations

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Examination(s) Portfolio assessment Interview(s) Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: *[Textbook selection varies by instructor. Examples for this course might be:]*

Interactive design: An introduction to the theory and application of user-centered design. Andy Pratt and Jason Nunes, Rockport Publishers, 2012.

SUPPLIES / MATERIALS:

Adobe CS current edition
Subscription to Lynda.com
Macintosh computer
Flash drive

STUDENT EVALUATION: *[An example of student evaluation for this course might be:]*

10% Project 1: User experience analysis
15% Project 2: Site maps
15% Project 3: Flow charts
20% Project 4: Wireframes
30% Project 5: Interface design layout
10% Final presentation

COURSE CONTENT: *[Course content varies by instructor. An example of course content might be:]*

An introduction to interactive design and the user experience (UX).
Current trends in interactive design and dynamic media.
Digital branding and the user experience
Understanding usability and different media platforms.
The process of interactive design:

- Information architecture, site maps and wireframes
- Navigation and menu structures
- Usability
- Personas
- Digital design patterns

Design for mobility.
Design for experience.
Ethics, copyright, and fair use.