

## 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 (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic 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 web sites, mobile applications, and data-driven information systems. Note: This course uses tools and technology that vary according to current industry practice.																			
<b>Prerequisites (or NONE):</b>		GD 157.																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: X Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours:60</b> <b>Typical structure of instructional hours:</b>		<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 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>Note: The specific topic will be recorded when offered.</i>																	
<table border="1"> <tr> <td>Lecture hours</td> <td>30</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>10</td> </tr> <tr> <td>Laboratory hours</td> <td>15</td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td>5</td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>60</b></td> </tr> </table>		Lecture hours	30	Seminars/tutorials/workshops	10	Laboratory hours	15	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities	5	Other contact hours:		<b>Total</b>	<b>60</b>	<b>Maximum enrolment (for information only):</b> 24 <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually	
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<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> October 1, 2015																	
<b>Faculty Council approval</b>		<b>Date approved:</b> November 2015																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> n/a																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> November 2015																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> January 29, 2016																	

**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 in various media platforms.
- 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 communications based on field research and usability testing.
- Prepare layout design, presentation graphics and integrate web typography for responsive interactive screens.
- Organize a body of information to an information design.
- Prepare layout and presentation requirements for information design.

**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.

**Grading system:** Letter Grades:  Credit/No Credit:  Labs to be scheduled independent of lecture hours: Yes  No

**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. Pratt, A. and Nunes, J.	<i>Interactive design: An introduction to the theory and application of user-centered design</i>	<input type="checkbox"/>	Rockport	2012
2.	Subscription to Lynda.com	<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

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

Macintosh computer, Flash drive, Adobe CC current edition

**Typical Evaluation Methods and Weighting**

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

**Details (if necessary):** 5 Projects & 1 presentation

**Typical Course Content and Topics**

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.