



ORIGINAL COURSE IMPLEMENTATION DATE: September 2012  
 REVISED COURSE IMPLEMENTATION DATE: September 2025  
 COURSE TO BE REVIEWED (six years after UEC approval): January 2031  
 Course outline form version: 26/01/2024

## 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: Foundations in Web Design <b>Course Short Title:</b> Foundations in Web Design											
<b>Faculty:</b> Faculty of Humanities	<b>Department/School:</b> Graphic and Digital Design										
<b>Calendar Description:</b> Students explore the foundational principles of designing online content. With a focus on information architecture, interface design (UI), and user experience (UX), students develop skills to craft purposeful design for diverse audiences.  Note: The differential tuition fee includes an Adobe CC subscription for the class duration at no additional cost.											
<b>Prerequisites (or NONE):</b>	GD 157.										
<b>Corequisites (if applicable, or NONE):</b>	None.										
<b>Pre/corequisites (if applicable, or NONE):</b>	None.										
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-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>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Twice per year</b> Maximum enrolment (for information only): <b>24</b>										
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">30</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">30</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;"><b>Total hours</b></td> <td style="text-align: center;"><b>60</b></td> </tr> </table>	Lecture/seminar	30	Tutorials/workshops	30					<b>Total hours</b>	<b>60</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.
Lecture/seminar	30										
Tutorials/workshops	30										
<b>Total hours</b>	<b>60</b>										
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>										
<b>Department approval</b>	<b>Date of meeting:</b> October 11, 2024										
<b>Faculty Council approval</b>	<b>Date of meeting:</b> November 8, 2024										
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> January 31, 2025										

**Learning Outcomes**

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

1. Analyze online content within a critical, contextual framework.
2. Describe how purpose and context shape design for diverse audiences, including Indigenous, non-Western, or marginalized groups.
3. Structure content for optimal user experience (UX/UI)
4. Develop prototypes at varied fidelity levels.
5. Implement designs for optimization, responsiveness and accessibility.
6. Build templates and pattern libraries for efficient design workflows.
7. Demonstrate respectful use of creative and generative assets.
8. Present design concepts to groups.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Assignments:	20%	Project:	80%		%
	%		%		%

**Details:**

Project 1 analysis 40%

Project 2 prototype 40%

Discussion boards 20%

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

**Typical Instructional Methods** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, demonstrations, in-class discussions, group activities designed to foster teamwork, collective critique, in-class analysis of interface design, self-directed content development, out-of-class design development, online research, resource-sharing, digital group presentations.

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Mark Wells	User experience design: an introduction to creating interactive digital spaces	2023
2. Textbook	Jenifer Tidwell	Designing Interfaces: Patterns for Effective Interaction Design	2020
3. Textbook	Horton, Sarah	A web for everyone: designing accessible user experiences / Sarah Horton and Whitney Quesenbery.	2013

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

Studio spaces for this course provide access to Adobe CC, scanners and colour printing. Students enrolled in the GDD diploma program are required to have a MacBook Pro laptop. Students not enrolled in the GDD diploma program can access a Mac computer while on campus.

**Course Content and Topics**

- Respectful web design processes – universal, accessible, inclusive
- What are User Interface design and User Experience design?
- Human-centred design processes for web development
- Visual Design systems for web – the principles of User Interface design
- Information Architecture – developing site maps, wireframes, and grids
- Web typography – hierarchy and employing best practices for accessibility and readability
- What is “mobile first” design and why is it inherently better for accessibility?
- Building digital prototypes – working with industry standard prototyping tools