

# COURSE OUTLINE

**Course Name:** Design for Web

**Department Head/Coordinator:** Department Head, **Instructor:** Jessica Rush **Effective Date:** Sept. 2012

<b>School or Centre:</b>		<b>Department:</b>	
Centre for Design		Digital Graphic Design	
<b>Course History:</b>		<b>Year of Study:</b>	
Replacement Course		1st Year Post-secondary	
<b>Name of Replacing Course (if applicable):</b>	DGRD 1123 - Design for Web	<b>Course Number:</b>	DGRD 1116
		<b>Number of Credits:</b>	9

**Course Pre-requisites (if applicable):**

DGRD 1040

**Course Co-requisites (if applicable):**

**PLAR (Prior Learning Assessment & Recognition)**

No  Yes (details below):

**Course Description:**

It is the goal of this course that students will confidently plan, design and develop Web sites that integrate established Web standards to support usability and accessibility. Students will work with industry standard tools as they learn to make informed decisions on a sites design, layout and structure. Students will learn a variety of HTML and CSS techniques to structure and organize web content and apply interactivity to their Web sites using open-source tools. Students will meet all technical requirements in order to launch their sites live on the Web. While working through these concepts, students will develop and strengthen proficiencies in HTML and CSS, Adobe Dreamweaver, Adobe Photoshop and Adobe Illustrator.

## **Instructional Strategies:**

The methods of instruction for this course are:

- Lectures, interactive demonstrations and discussions
- Independent study through the use of textbooks and reading materials
- Exploratory independent hands-on assignments and projects
- Group assignments and projects
- Self and peer critique discussions

## **Course Learning Outcomes:**

Upon completion of this course students will be able to:

- Manage Web projects effectively and efficiently from initial planning stages through to site launch.
- Make informed decisions on page layouts, site structure and navigation systems.
- Write valid HTML and CSS code to produce a Web page.
- Use industry standard tools to optimize Web graphics.
- Apply a variety of CSS techniques to structure and organize web content.
- Create and manage multiple files to produce a cohesive Web site using industry standard Web development software.
- Utilize HTML, CSS and design based methods to support usability and accessibility.
- Apply interactivity to Web sites using a variety of open-source tools.
- Fulfill all technical requirements in order to successfully launch sites live on the Web.

## **Program Learning Outcomes:**

Upon completion of this program students will be able to:

- Develop viable visual and verbal concepts through traditional design processes
- Visually communicate verbal messages and ideas using collateral-specific principles
- Produce a multitude of graphic design applications using industry standard software and tools
- Author design projects proficiently, demonstrating a high degree of both creative and technical ability
- Practice efficient research, analysis, critical thinking and problem-solving techniques
- Effectively manage time, organize, and prioritize in order to meet deadlines
- Produce digital files in appropriate formats and technical specifications for successful reproduction at a variety of service bureaus, both print and web
- Select production methods best suited to both print and web projects
- Exemplify positive peer communications and develop highly efficient teams as required by the design industry
- Justify and present design decisions on the basis of how they relate to the creative brief and client objectives
- Evaluate the design work of peers and self in terms of overall effectiveness
- Produce a professional design portfolio, plan and deploy a public showing of their work, and employ effective job-search strategies
- Practice ethically and sustainably, in order to make a significant contribution to the community

## Evaluation/Grading System

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		C

## Components and Weighting of the Assessment/Evaluation Plan:

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Assignments	40	Weekly assignments completed in and out of class with set deadlines
Quizzes/Tests	20	A combination of multiple choice, written and performance tests
Project	20	Final/major course project: will assess understanding of technical and design components of the course
Other	20	Professional Conduct: Time management, organization, attendance
	<b>Total</b>	<b>100</b>

## Learning Environment/Type

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	225	
<b>Enter Total Hours</b>	<b>225</b>	

## Resource Material(s):

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

**Course Topics and Sequence Covered:**

1. Web design process
2. Introduction to HTML and CSS
3. Typography and graphics for Web
4. Advanced HTML and CSS (using Adobe Dreamweaver)
5. Usability and Accessibility
6. Web Interactivity
7. Testing, validating and launching
8. Major Course Project

## **VCC Education and Education Support Policies**

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

**<http://www.vcc.ca/about-vcc/policies/index.cfm>**

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### **FOR COMMITTEE USE ONLY**

Date Approved by Education Council:		Date Approved by VCC Board (if applicable):	
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