



COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/dime.html>

Ω *Please note: the College electronically stores this outline for five (5) years only. It is **strongly recommended** you keep a copy of this outline with your academic records. You will need this outline for any future application/s for transfer credit/s to other colleges/universities.*

1. Instructor Information

(a)	Instructor:	Melissa Mills		
(b)	Office Hours:	Mondays 4-5 pm		
(c)	Location:	Y315B		
(d)	Phone:	250-370-3567	Alternative Phone:	
(e)	Email:	millsm@camosun.bc.ca		
(f)	Website:			

2. Intended Learning Outcomes

(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

Upon successful completion of this course a student will be able to:

1. Apply the principles of contrast, repetition, alignment and proximity to web-based communication.
2. Use appropriate colour choices and textures to reflect a website's purpose.
3. Use navigation principles to create simple, effective and appropriate menus.
4. Create a simple portfolio or blog site using a Content Management System.
5. Identify a variety of CMS templates that can be used to develop websites of increasing functionality and complexity.

3. Required Materials

(a) Texts

O'Conner, C. (2014). *WordPress for all: How to create a website for business or personal use, quickly & easily - whatever your skill level* [Kindle Edition]. Retrieved from Amazon.ca

Williams, R. (2008). *The non-designer's design book* (3rd ed.). Berkeley CA: Peachpit Press

Wood, A. (2015). *The Graphic Designer's Digital Toolkit* (7th ed.). Stamford CT: Cengage Learning

(b) Other

Web Hosting – TBD
 Domain Name (URL)
 1GB Memory Stick (image, backups)

4. Course Content and Schedule

(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)

Week/Class	Lecture Topic	Lab	Reading	Exams/Assignments
Week 1 Sept 7	Labour Day			
Week 2 Sept 14	Graphic Communication Overview: Introduction to the course.	Introduction to computer and programs. Refer to <i>Graphic Designer's Digital Toolkit</i> .	Williams: Ch 1-3 pg 11-54 Wood: Ch 7 pg 383-445	D2L Discussion Part 1 due Week 3, Sept 21.
Week 3 Sept 21	Part I: Design Principles (C.R.A.P.). Proximity, Alignment.	Part I: Introduction to Adobe CS6 Illustrator. Refer to <i>Graphic Designer's Digital Toolkit</i>	Williams: Ch 4-6 pg 55-94 Wood: Ch 7 pg 383-445	D2L Discussion Part 2 due Week 4, Sept 28. Discussion Part 1 & 2 total – 5% Tools Assignment due Week 4, Sept 28 - 10%
Week 4 Sept 28	Part II: Design Principles Repetition, Contrast. Group 1 – Proximity (Williams).	Part II: Introduction to Adobe CS6 Photoshop. Refer to <i>Graphic Designer's Digital Toolkit</i>	Williams: Ch 12 pp187-218 Wood: Ch 8+9 pp 448-557 O'Connor: - <i>About This Book</i> - <i>The Basics</i>	Logo Design due Week 7, Oct 19– 10%
Week 5 Oct 5	Colour values for web-based work and image formatting. Group 2 – Alignment (Williams).	Review website project and make plan for completion. Brainstorm session. Site plan sketches. Domain Names, Hosting discussion.	Williams: Ch 7 pg 95-112 Wood: TBD O'Connor: - <i>Choosing And Buying A Domain Name</i> - <i>Hosting</i> - <i>Installing WP</i>	D2L Discussion: Less is more, less is a bore. Why are design principles important? Part 1 due Week 6, Oct 13 Research effective websites. Purchase Domain URL and Hosting (this is not a requirement)
Week 6 Oct 12	Holiday Thanksgiving Monday		O'Connor: - <i>Before You Login – Explaining The Concepts</i> - <i>Logging In For The First Time</i>	D2L Discussion: Less is more, less is a bore. Why are design principles important? Part 2 due Week 7, Oct 20 Part 1 & 2 total – 5%
Week 7 Oct 19	Review Williams Ch. 9-11 Site plan organization. C.R.A.P. principles to aid navigation. Group 3 – Repetition (Williams).	Download Wordpress and review interface. Write website checklist in class. Brief overview of HTML, CSS, PHP code.	O'Connor: - <i>Themes</i>	Begin CMS framework/site plan using existing theme per class requirements as posted on D2L.
Week 8 Oct 26	Design elements and site-plan. Visualizing your project. Working with clients (Tools: Checklists, Questionnaire). Group 4 – Contrast (Williams).	Explore existing themes. Assign WP theme and explore. Lab time.	O'Connor: - <i>Adding Content</i>	Design masthead/banner design using logo from Week 4. Banner design assignment due Week 10, Nov 9 - 10%

Week 9 Nov 2	Part I – Elements of a website. Front-end structure and navigation. Design principles at work.	Employing elements of CMS into working site: menus, categories, plug-ins, widgets (functionality) Lab time.	O'Connor: - <i>Specific Site Use</i>	Write effective content and collect appropriate images for website. Save to memory stick and bring to class.
Week 10 Nov 9	Part II – Elements of a website. Communication (purpose/message). Content (written/image/graphic). Clarity (navigation, layout).	Review checklist: Masthead, home/content/about pages. Navigation, 1 drop down menu item, links, tags. Lab time.	O'Connor: - <i>Conclusion</i>	Write content and collect images for website. Save to memory stick and bring to class.
Week 11 Nov 16	What makes an effective website? Writing content for web, image selection, graphic selection.	Add original graphics and images to WordPress site. Explore plugins and widgets functionality appropriate to site. Refer to <i>Graphic Designer's Digital Toolkit</i> . Lab time.		Project check-in. Websites must have masthead, logo, navigation, at least 1 drop down - 10%
Week 12 Nov 23	Brief overview - Search Engine Optimization (SEO): Content writing, headings, sub-headings, image names, links, keywords, social media, updates, tags.	Include links to up to three social media. Social media must relate to the website. Lab time.		Design at least one social media site that relates to website. Link back to site – 5%
Week 13 Nov 30	Writing for the web: blogging and social media.	Google Analytics plug-in/code. Lab time.		
Week 14 Dec 7	Course wrap-up. Q&A.	Lab time.		Website due December 7th – 35%

5. Basis of Student Assessment (Weighting)

(This section should be directly linked to the Intended Learning Outcomes.)

- (a) Assignments
 - Discussions: 2 x 5% = 10%
 - Week 3 Illustrator Tools Assignment – 10%
 - Week 4 Logo Assignment– 10%
 - Week 8 Masthead/Banner Assignment – 10%
 - Week 11 Configuration (Website Check-in) – 10%
 - Week 12 Social media – 5%
- (b) Quizzes n/a
- (c) Exams n/a
- (d) Other (e.g., Attendance, Project, Group Work)
 - Website project – 35%
 - Participation/attendance – 10%

6. Grading System

(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at camosun.ca for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. (For these courses a final grade will be assigned to either the 3 rd course attempt or at the point of course completion.)
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services, or the College web site at camosun.ca.

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services, and the College web site in the Policy Section.

ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED