



## 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:	Wednesday 12:00 – 1:00pm		
(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 6/7	Graphic Communication Overview: Introduction to the course.	Introduction to computer and programs. Refer to <i>Graphic Designer's Digital Toolkit</i> . In-class work.	Williams: Ch 1-3 pg 11-54 Wood: Ch 7 pg 383-445	<b>HW:</b> D2L Discussion Part 1 due Week 2, Sept 12, 11:59pm.
Week 2 Sept 13/14	Design Principles (C.R.A.P.) Contrast, Repetition, Alignment, Proximity Overview	Introduction to Adobe CC Illustrator. Refer to <i>Graphic Designer's Digital Toolkit</i> . In-class work.	Williams: Ch 4-6 pg 55-94 Wood: Ch 7 pg 383-445	<b>DUE:</b> Discussion1, Part 1, Week 2, Sept 12, 11:59pm <b>HW:</b> D2L Discussion Part 2 due Week 3, Sept 19, 11:59pm. <b>HW:</b> Tools Assignment due Week 3, Sept 19, 11:59 - 10% <b>HW:</b> Tools Teaching Week 3 and 4 Labs
Week 3 Sept 20/21	Design Principles (C.R.A.P.). <b>Proximity</b> <b>DUE:</b> Group 1 – Proximity (Williams).	Adobe CC Illustrator. Refer to <i>Graphic Designer's Digital Toolkit</i> . In-class work. <b>In-Class Tools Teaching</b>	Williams: Ch 4-6 pg 55-94 Wood: Ch 7 pg 383-445	<b>DUE:</b> Discussion 1, Part 2, Week 3, September 19 <sup>th</sup> , 11:59pm <b>DUE:</b> Tools Assignment Week 3, Sept 19 - 10%
Week 4 Sept 27/28	Design Principles <b>Alignment</b> <b>DUE:</b> Group 2 – Alignment (Williams).  In-Class discussion re <i>What is design?</i>	<b>In-Class Tools Teaching Continued</b> Adobe CC Illustrator Logo Design assignment	Williams: Ch 12 pp187-218 Wood: Ch 8+9 pp 448-557	<b>HW:</b> Logo Design due Week 6, Oct 10, 11:59pm
Week 5 Oct 4/5	Design Principles <b>Repetition</b> , <b>DUE:</b> Group 3 – Repetition (Williams).	Introduction to Adobe CC 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>	<b>Read:</b> O'Connor Book <b>HW:</b> D2L Discussion 2 Part 1 due Week 6, Oct 10, 11:59pm
Week 6 Oct 11/12	Design Principles <b>Contrast</b> , <b>DUE:</b> Group 4 – Contrast (Williams).	Adobe CC Photoshop. Refer to <i>Graphic Designer's Digital Toolkit</i>	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>	<b>DUE:</b> Logo Design Assignment Week 6, Oct 10, 11:59pm <b>DUE:</b> D2L Discussion 2, Part 1 Week 6, Oct 10 <b>HW:</b> D2L Discussion2, Part 2 due Week 7, Oct 17, 11:59pm. Research effective websites.
Week 7 Oct 18/19	Colour values for web-based work and image formatting.  Creating a colour palette  <i>Review Williams Ch. 9-11</i>	Review website project and make plan for completion. Brainstorm session. Site plan sketches.  * Domain Names, Hosting discussion.	O'Connor: - <i>Before You Login</i> - <i>Explaining The Concepts</i> - <i>Logging In For The First Time</i>	<b>DUE:</b> Discussion2, Part 2 due Week 7, Oct 17

Week 8 Oct 25/26	Design elements and site-plan. Visualizing your project. Working with clients (Tools: Checklists, Questionnaire).	Download Wordpress and review interface. Write website checklist in class. Brief overview of HTML, CSS, PHP code. Explore existing themes. Assign WP theme and explore.	O'Connor: - <i>Themes</i> - <i>Adding Content</i>	<b>HW:</b> Design Brief (PDF), Header design to spec due Week 10, Nov 7, 11:59pm
Week 9 Nov 1/2	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>	<b>HW:</b> Build CMS framework/site plan using existing theme per class requirements as posted on D2L. Write effective content and collect appropriate images for website. Save to memory stick and bring to class.
Week 10 Nov 8/9	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>	<b>DUE:</b> Design Brief (PDF), Header design to spec, Week 10, Nov 7, 11:59pm
Week 11 Nov 15/16	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.		<b>DUE:</b> Project check-in – Week 11 Labs. Websites must have header, logo, navigation, at least 1 drop down complete.
Week 12 Nov 22/23	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.		<b>DUE:</b> Social Media Check-in Week 12 Labs Design at least two social media sites that relates to website. Link back to site (LinkedIn, Pinterest)
Week 13 Nov 29/30	Writing for the web: blogging and social media.	Google Analytics plug-in/code. Lab time. <b>Bring Sketch Book</b> <b>HW:</b> Website design per design brief		<b>DUE:</b> Sketch Book/Pinterest (Idea Exploration evidence) Week 13 Labs
Week 14 Dec 6/7	Course wrap-up. Q&A.	Website fine-tuning. Lab time.		<b>DUE:</b> Final Project December 8 <sup>th</sup> , 11:59pm

## 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 / Tools Teaching – 10%
- Week 4 Logo Assignment – 10%
- Week 8 Design Brief + Web Header Assignment – 10%
- Week 11 Configuration (Website Check-in) – 5%
- Week 12 Social media – 5%
- Week 13 Idea Exploration book/Pinterest – 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](http://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. <i>(For these courses a final grade will be assigned to either the 3<sup>rd</sup> course attempt or at the point of course completion.)</i>
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](http://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.

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ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED