



CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

CMNS-170-X01AB
Digital Content Applications
Fall 2019

COURSE OUTLINE

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

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

1. Instructor Information

(a) Instructor	Melissa Mills	
(b) Office hours	Tuesday 9:30 – 10:20	
(c) Location	Y315B	
(d) Phone	250-370-3657	Alternative: _____
(e) E-mail	millsm@camosun.bc.ca	
(f) Website	_____	

2. Intended Learning Outcomes

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

1. Apply design principles and cultural considerations to web-based communication of image and text;
2. Create effective navigation for both desktop and mobile user interfaces using a content management system;
3. Describe and incorporate concepts of usability, functionality, and interactivity as they apply to end users;
4. Implement project management practices for the UI and UX design process;
5. Utilize design applications, industry terms, technology, graphics and icons to enable user communication.

3. Required Materials

(a) Texts

Krug, S. (2014). *Don't make me think revisited*. (n.p.): New Riders, S. (2015).

(b) Recommended Texts

Buley, L. (2013). *The user experience team of one*. Brooklyn, NY: Rosenfield Media.
 Norman, D. (2013). *The design of everyday things*. New York, NY: Basic Books.
 Williams, R. (2008). *The non-designer's design book* (3rd ed.) Berkeley CA: Peachpit Press

(c) Other

1GB Memory Stick
 1TB Portable Harddrive
 Notebook and Grid or Dotted Sketchbook
 Pencil and eraser
 Black roller point pen
 Light and Dark Grey Felt Market Pens
 Medium – thick nib black felt pen
 Post-it Notes

4. Course Content and Schedule

Week/Class	Lecture	Lab	Reading	Assignments
Week 1 Sept 3	Course Introduction overview/scope Activity: Get to know your Colleague!	Introduction to Lab + best practices. Software overview.	S. Krug Preface vii-xi Intro pp: 3-9 Ch.1 pp:11-19 (<i>usability</i>)	Online Post/Discussion (3 para): Self-Introduction/What does UX mean to you? What are two examples in your everyday life of positive and negative user experience? 2.5% Due Week 1, Sept 7th
Week 2 Sept 10	What is UI & UX? Roots, process & skill sets Activity Prt 1: Define Problem: Group Idea Generation	CMS – WIX Set-up, Templates, Navigation	S. Krug Ch. 2 pp: 21-27 (<i>How we use the web</i>) Ch. 4 pp: 43-47 (<i>user choices</i>)_	CMS Assignment: Campus Tour Desktop/Mobile site navigation. Summary UX assumptions – 5% Due week 4, Sept 23rd
Week 3 Sept 17	Design Thinking – User + Design-Centred approaches to problem-solving. Process, Prioritization (4Ds). Hartson P. 259 Activity Prt 2: Persona details	CMS review based on S. Krug reading “How we use the web”	S. Krug Ch. 3 pp: 29-41 (<i>design</i>) Ch. 10 pp: 143-163 (<i>mobile</i>)	Part 1: In-class Persona Exercise 5%, Due week 3, In-Class Part II: Sketch assignment: 10 wireframe hand drawn concepts, 7.5% Due Week 5, September 30th
Week 4 Sept 24	Web-Based Communications and cultural considerations in online environment Activity Prt 3: Prioritization Chart/ Project Management (Buley) / Prototype Sketches	Software: Adobe XD Intro to wireframing (drawing – hand/digitize) – practice drawing straight lines and boxes. Refine technique. Lab time CMS assign.	S. Krug Ch. 7 pp: 85-100 (<i>homepage design/problem solving</i>)	
Week 5 Oct 1	Design Principles – Design Centred approach to problem-solving. Aesthetic integrity. Activity Prt 4: Feedback Cycle: Analyze prototypes. Identify communication and design disconnections and outline a process methodology to overcome.	Software: Adobe XD Wireframe models, visual display consistencies (grey scale, containers. Industry terminology – connect frames to engineering - Prototype wires - ‘Box Study’		Digitize wireframe Assignment: 5 core Adobe XD wireframes prototypes per design brief. 10% Due Week 6, October 7

		concept - In-class group testing		
Week 6 Oct 8	Design Principles Cont'd + Colour as applied to product brand. Colour Picker values. Activity prt 5: Prototype 2 + design considerations: Identifying effective colour combinations for desktop/mobile/client driven	Software: Illustrator Graphics file formats Visual Communications – graphics, icons – what are they and how to create them. Emphasis on shortcuts use.	S. Krug Ch. 5 pp: 49-53 <i>(writing for web)</i> Ch. 6 pp: 55 – 83 <i>(navigation)</i>	Graphic Icons Assignment: (Create 3 graphic icon web assets. 10% Due Week 8, October 21st)
Week 7 Oct 15	Case Study Practice and Presentation (groups): apply Design Thinking, Design Principles theories, and communications to an interactive project concept. Activity Prt 6: Group reflections and presentations for Campus Tour App exercise (Design Thinking, Design Principles, Communications)	Software: Illustrator Logo design summary and application Emphasis on simple tools, design, colour. Lab time for Week 6 assign	S. Krug Ch. 8 pp: 103-100 <i>(communications)</i>	
Week 8 Oct 22	Case Study (individual): apply Design Thinking, Design Principles theories, and communications to an interactive project concept. Activity: Explore a mobile app concept define the problem (Ideas will be used in a pool of ideas for final projects)	Software: Illustrator/Adobe XD Desktop/Mobile prototype (styled) Workflow Map	S. Krug Ch. 9 pp: 111-141 <i>(testing)</i>	Prototype (styled) Assignment: desktop and Mobile styled prototypes (iPad, iPhone, Android) 15% Due Week 10, November 4th
Week 9 Oct 29	Website/Mobile analysis: Usability/Functionality/Interactivity Final Project Overview In-Class Assignment: usability testing	Software: Illustrator/Adobe XD Desktop/Mobile Prototype (Design)		
Week 10 Nov 5	Project Management for web design (Agile) Ch. 19 Hartson Activity: Draft comprehensive project plan for final project	Final Project Launch – 1. Concept 2. Project Management 3. Research 4. Prototype (Design) 5. Analysis	S. Krug Ch. 11 pp: 165-171 <i>(usability 'common courtesy')</i>	
Week 11 Nov 12	Accessibility Guidelines (usability and functionality)	Final Project – Lab time		
Week 12 Nov 19	Final Project Plan presentations (all)	Final Project – Lab time	S. Krug Ch. 12 pp: 173-181 <i>(accessibility)</i>	Presentation of final project plan – 5% of final presentation mark. Due week 12 LECTURE
Week 13 Nov 26	UX Product Design: Professional Practice Activity: Group Feedback Cycle (final projects)	Final Project – Lab time	S. Krug Ch. 13 pp: 183-211 <i>(usability: where to go from here)</i>	

Week 14 Dec 3	Course review. RGD Guide for UX and web design (industry check-in) Activity: Group Presentation Practice	Final Project Presentations		Presentation + submission Final project 35% (includes week 12 presentation of 5%)
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The ability to meet deadlines is emphasized as an important outcome of this course and is essential in the Communications industry. Assignment due dates are posted on assignment design briefs and close 11:59pm on the due date. Late assignments are subject to penalty.

5. Basis of Student Assessment (Weighting)

(a) Assignments

Discussion – 2.5%

CMS/UX Summary – Navigation, user – 5%

Wire Frame Sketch assignment – 7.5%

In-Class Assignment (research techniques/personas) – 5%

Digitized Wire Frame (grey) assignment – 10%

Graphic Icons and Logo designed web assets – 10%

Prototypes (Desktop and Mobile) styled – 15%

(b) Other (e.g. Project, Attendance, Group Work)

Final Project + Presentation (visual research samples/design, final product) – 35%

Participation/attendance – 10%

6. Grading System

Standard Grading System (GPA)

Competency Based Grading System

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

8. College Supports, Services and Policies



Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @

<http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS <http://camosun.ca/about/policies/index.html>

The following two grading systems are used at Camosun College:

1. 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		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. 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 at <http://camosun.ca/about/policies/index.html> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
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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 are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
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.