CAMOSUN COLLEGE
School of Arts & Science
Department of Communications

CMNS-170 - DX01AB
Digital Content Applications
Fall 2020

COURSE OUTLINE

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

✦ *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 1:30 - 2:20 or by online appointment
(c)	**Location**	Online Delivery - Remote Access Lab Y307
(d)	**Phone** N/A	**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) Required Texts

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

(b) Recommended Texta

Buley, L. (2013). *The user experience team of one*. Brooklyn, NY: Rosenfield Media.

Griffey, J. (2020). *Introduction to Interactive Digital Media: Concept and Practice*. New York, NY: Routledge.

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

       1 GB Memory Stick
       1 TB Portable Harddrive
       Notebook and Grid or Dotted Sketchbook (8.5 x 11" size)
       Pencil and eraser
       Black roller point pen
       Light and Dark Grey Felt Marker Pens
       Medium – thick nib black felt pen
       Post-It Notes *(optional)*

4. Course Content and Schedule

(Can include: Class hours, Lab hours, Out of Class Requirements and/or Dates for quizzes, exams, lecture, labs, seminars, practicums, etc.)

Week/Class	Lecture	Lab	Reading	Assignments
Week 1 Sept 8	Course Introduction overview/scope. D2L Activities: Class Introductions and Discussion re Interactive Media Developer	Introduction to Lab Process (remote access) + best practices. Software overview.	S. Krug Preface vii-xi Intro pp:3-9 Ch. 1 pp: 11-19 *(usability)*	**1. Online Discussion:** Self-Introduction **Due: Week 1, Sept 10th** **2. Online Discussion:** IMD questions (2.5%) **Due: Week 1+2: Part 1: Sept 14th + Part 2:18th**
Week 2 Sept 15	Communications foundation, What is UI & UX? Roots, process Online Activity Prt 1: Define Problem: Group Idea Generation for CMS	CMS – WIX Set-up, Templates, Navigation	S. Krug Ch. 2 pp: 21-27 *(How we use the web)* Ch. 4 pp: 43-47 *(user choices)*	CMS Assignment: Campus Tour Desktop/Mobile site navigation. Summary UX assumptions – **5% Due Week 4, Sept 28th**
Week 3 Sept 22	Design Thinking – User + Design-Centred approaches to problem-solving. Process, Prioritization (4Ds). Hartson P. 259 Online Activity Prt 2: Persona Details – Who is your audience?	CMS review based on S. Krug reading "How we use the web"	S. Krug Ch. 3 pp: 29-41 *(design)* Ch. 10 pp: 143-163 *(mobile)* **Impact of Culture on website content – D2L link (Week4 content)**	Part I: In-class Persona Exercise **5%, Due Week 3, In Class** Part II: Sketch Assignment: 20 wireframe hand drawn concepts. **7.5% Due Week 5, October 5th**.
Week 4 Sept 29	Web-Based Communications and cultural considerations in online environment. Online Activity Prt 3: Cultural Considerations + "Glocalization" concept discussion.	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 *(homepage design/problem solving)*	

Week 5 Oct 6	Design Principles – Design Centred approach to problem-solving. Aesthetic integrity. Online 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' concept -In-class group testing		Digitize Wireframe Assignment: 5 core Adobe XD wireframes prototypes per design brief. **10% Due Week 7, October 19th** Discussion 2: Design, 2.5% **Due Week 6, Oct 12th**
Week 6 Oct 13	Design Principles Con'd + Colour as applied to product brand. Colour Picker values Online 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 *(writing for web)* Ch. 6 pp: 55-83 *(navigation)*	
Week 7 Oct 20	Case Study Practice and Presentation (groups): apply Design Thinking, Design Principles theories, and communications to an interactive project concept. Online Activity Prt 6: Group reflections and presentations for Local Beaches 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 *(communications)*	
Week 8 Oct 27	Case Study (individual): apply Design Thinking, Design Principles theories, and communications to an interactive project concept. Online 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 *(testing)*	Graphic Icons Assignment: (Create 3 graphic icon web assets. **10% Due Week 10, November 9th.**
Week 9 Nov 3	Website/Mobile analysis: Usability/Functionality/Interactivity. Final Project Overview. Online Activity: Prioritization Chart / Project Management (Buley) / Prototype Sketches Usability Testing	Software: Illustrator/ Adobe XD Desktop/Mobile Prototype (Design)		Prototype (Styled) Assignment: Desktop and Mobile styled prototypes (iPad, iPhone, Android). **15% Due Week 11, November 16th**
Week 10 Nov 10	Project Management for web design. (Agile) Ch. 19 Hartson Online 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 *(usability 'common courtesy')*	Presentation of final project plan – 5% of final presentation mark. **Due Week 12 Nov 24th - LECTURE**

Week 11 Nov 17	Accessibility Guidelines (usability and functionality)	Final Project – Lab time		
Week 12 Nov 24	Final Project Plan presentations (all)	Final Project – Lab time	S. Krug Ch. 12 pp: 173-181 *(accessibility)*	
Week 13 Dec 1	UX Product Design: Professional Practice Online Activity: Group Feedback Cycle (Final Projects)	Final Project – Lab time	S. Krug Ch. 13 pp: 183-111 *(usability: where to go from here)*	
Week 14 Dec 8	Course review. RGD Guide for UX and web design (industry check-in) Online Activity: Group Presentation Practice	Final Project Presentations		Presentation + Submission Final project **Due Week 14 Dec 8th. 35% (includes Week 12 presentation of 5%)**

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

Discussions *(2 x 2.5%)* – 5%
CMS/UX Summary – Navigation, User – 5%
Wire Frame Sketch assignment – 5%
Online Group 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) Quizzes **n/a**

(c) Exams **n/a**

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

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

Participation/attendance – 10%

6. Grading System
(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)
(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)

X   Standard Grading System (GPA)

☐ Competency Based Grading System

7. Recommended Materials 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.

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
I	*Incomplete*: 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	*In progress*: 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	*Compulsory Withdrawal*: 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.