SCHOOL
OF DESIGN **IDEA**

IDES 414
Technology Intensive IV

Fall Term 2017 » 1 credit » Pre-requisite: 75 IDES/DSGN credits » Instructor:
Course format: 20 hours of classroom instruction plus 15 hours of supervised studio work over 10 weeks.

Recommended Readings

As suggested in class.

COURSE DESCRIPTION

This course focuses on the development of professional portfolio websites for designers and illustrators embarking on careers in the visual communication industry. Students are introduced to current trends in web experience design and a number of tools for building and showcasing a portfolio of work. Instruction will support students with varying degrees of front–end development experience.

COURSE LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- identify trends in both visual and experience design for screen technologies;

- apply personal branding in an online environment;

- customize a content management system or website builder;

- apply web fonts to a website; and

- achieve a high level of user interface design and navigation.

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Course Schedule

WEEK 1

Trends in portfolio design; pros and cons of available web development tools and software. Customization options.
Project 1A: Research existing portfolio websites and present one for discussion of design and features. *Due week 2.*

WEEK 2

Project 1A due: in-class discussion.
Project 1B: Research and identify preferred development tool based on current level of expertise. *Due week 3.*

WEEK 3

Project 1B due: in-class discussion. Development tool approved by instructor.
Installation of CMS or website builder software.
Domain names, templates, getting started.

WEEK 4

Project 2: Site Planning. *Due week 5.*
Sketches, wireframes, major section copywriting, labelling of navigation, content mapping.

WEEKS 5 – 8

Week 5: Project 2 due. Project 3: Portfolio Website Build. *Due week 8.*
Design and site customization appropriate to level of student expertise (from template only, to CSS to Javascript).
Individual mentorship by instructor.
Week 8: interim critique.

WEEK 9

Project 4: User Testing and Refinement. *Due week 10.*
Replacement of placeholder content with final projects (where possible).
Refinement based on user feedback.

WEEK 10

Project 4 due.
Final critique.

EVALUATION PROFILE

Project 1: Research	15%
Project 2: Site Planning	20%
Project 3: Portfolio Website Build	35%
Project 4: User Testing and Refinement	20%
Participation:	10%
Total:	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84

Good **B+** 77–79 **B** 73–76 **B-** 70–72

Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62

Minimal Pass **D** 50–59

Fail **F** 0–49

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Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

1 Demonstrate in-depth knowledge of current visual communication practice.

2 Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.

3 Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.

4 Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.

5 Enter the field as visual communication professionals.

6 Apply visual communication expertise for societal and environmental benefit.

7 Work collaboratively with other disciplines in business, industry, and with the community.

8 Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE / PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY / PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING / PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS / POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

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