IDES 252
Digital Media II

Fall Term 2014 » 3 credits » Pre-requiste: IDES 151 Co-requisite: IDES 211 » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Hardware

1 Computer system as per program requirement for use in lab; operating system.
2 Portable Media Storage

Required Software

1 Adobe CS6 Master Collection
2 Universal Type Client
3 MS Office
4 Roxio Toast 11

Required Subscription

lynda.com

Required Texts

Complete reference manuals as supplied with computer.

Lourekas, P. & Elaine Weinmann. *Illustrator CS6: Visual Quickstart Guide.* Berkeley, California: Peachpit Press, 2012.

Adobe Creative Suite 6 Design & Web Premium Classroom in a Book. California: Adobe Press, 2012.

COURSE DESCRIPTION

This course focuses on developing skills in the primary software programs used in the visual communication professions, and builds on the principles introduced in *Digital Media I.* The emphasis is on the role of the designer and/or illustrator in the creation of visual communication for static and dynamic media, including information–rich websites. Applied projects address the needs of differing real–world digital communications scenarios.

COURSE STUDENT LEARNING OUTCOMES

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

- demonstrate proficiency in the use of image–making software;

- create and manage a website using a WYSIWYG (What You See Is What You Get) website authoring tool;

- demonstrate functional usage of CSS (Cascading Style Sheets);

- design flexible web pages for information–rich content;

- embed media in a web page;

- gather user information in a web page via HTML (Hyper Text Markup Language) forms; and

- continue learning via self-directed methods.

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Weekly Schedule

WEEK 1

Course introduction.
The state of the technology today.
Layout and raster software refresher: review of tools, palettes, units of measurement, and glossary.
Software exercise (1).

WEEK 2 – 4

Vector and raster software skill development and advanced features.
Project 1 assigned, due week 5.

WEEK 5

Project 1 due.
Web authoring software workshop: design requirements for varying, information–rich sites; review of industry standard WYSIWYG website authoring tools; basics of HTML and CSS.
Web usability: analysis of design, clarity, and value of information.
Document window & interface.
Project 2 assigned, due week 7.

WEEK 6

Introduction to type styling & layout: creation of a new site using the website authoring tool; CSS layout (box model); CSS type styling; achieving layout with floats.

Introduction to graphic optimization & layout: web–compatible image types; achieving best file size; going from raster software mock–up to HTML/CSS; achieving layout with positioning; linking pages together to create navigation; scripting effects.
Software exercise (2).

WEEK 7

Project 2 due.
Marketing campaign site: requirements, approaches, and solutions.
Workshop: creating a marketing landing page.
Project 3 assigned, due week 9.

WEEK 8

Blog site: requirements, approaches, and solutions.
Workshop: creating a blog.
Software exercise (3).

WEEK 9

Project 3 due.
Creation of a new site.
Layout (box model).
Text and document CSS properties.
Project 4 assigned, due week 12.

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Weekly Schedule continued

WEEK 10

Divs (division or section in an HTML document) and CSS layout techniques.
Background and inline images.
Image optimization.

WEEK 11

Creating, laying out, and styling forms.
Adding meta tags.
Uploading to the server.
Registering a domain name.

WEEK 12

Project 4 due.
Advanced layout techniques using the WYSIWYG website authoring tool.
Link and CSS styles for links and menus.
Project 5 assigned: using online tutorials for self-study. Due week 15.

WEEK 13 & 14

Workshop: web site production.

WEEK 15

Project 5 due.
Software examination.

EVALUATION PROFILE

Projects 1 – 3 (10% each)	30%
Project 4	15%
Project 5: online learning	10%
Software exercises (3 x 5%)	15%
Software examination	15%
Participation	15%
Term 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:

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

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

- 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.

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

- Enter the field as visual communication professionals.

- Apply visual communication expertise for societal and environmental benefit.

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

- 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.

CONTINUATION IN THE PROGRAM
Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

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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