



# CAPILANO UNIVERSITY

COURSE OUTLINE			
TERM: Fall 2022		COURSE NO:	IDES 151
INSTRUCTOR:		COURSE TITLE:	Digital Media I
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3
E-MAIL:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tseil-Waututh people on whose territories our campuses are located.

## COURSE FORMAT

5 hours of mixed mode instruction per week over a 15 week term.

## COURSE PREREQUISITES/CO-REQUISITES

None.

## CALENDAR DESCRIPTION

This course introduces students to human-centred principles and practices of User Experience (UX) and User Interface (UI) design. Students will explore the industry and agile workflows used to create omnichannel interactions and applications. This course explores the fundamentals of shaping an interactive experience such as problem framing, information architecture, and interface design. Students will develop a life-long learning mindset that encourages them to continually observe, question and explore.

## RECOMMENDED ONLINE RESOURCES

Details on recommended texts and readings, if any, will be supplied by the instructor.

**COURSE STUDENT LEARNING OUTCOMES**

**On successful completion of this course, students will be able to do the following:**

- Define industry roles and future opportunities;
- Use paper and interactive design software to design and prototype;
- Apply user experience research and validation methods to understand the problem space;
- Construct a variety of user experience insight tools including information architectures and visual storyboards;
- Examine the importance of a human-centred design process, empathy and user advocacy;
- Justify design decisions based on mental models and UX principles gained from psychology and behavioural science;
- Employ strategies to define and frame problems within a design thinking process; and
- Use effective team-based collaboration and an iterative design process.

**COURSE CONTENT**

<b>Week</b>	<b>Content/Lecture</b>	<b>Assignments</b>	<b>Due</b>
Week 1	Define UX (User Experience) design; Introduction to UI design software		Week 3
Week 2	UX Design: Strategy, goals and problem framing	Problem Framing	Week 5
Week 3	UX Research: Techniques and artifacts		
Week 4	Human-Centred Design		
Week 5	UX Storyboards	Visual Storyboard	Week 6
Week 6	UX Information Architecture	Information Architectures	Week 9
Week 7	Mental models, UX psychology and behavioral science		
Week 8	Wireframes: Best practices, content layout and UI components		
Week 9	Wireframes: Introduction to prototyping	Wireframe Prototype	Week 12
Week 10	UX Research: Testing and validation		
Week 11	Design sprints and workflow prioritization		

Week	Content/Lecture	Assignments	Due
Week 12	Interactive design presentation formats		
Week 13	Working with internal and external stakeholders, and developers; Career opportunities		
Week 14	Review		
Week 15	Review		

**EVALUATION PROFILE**

Problem Framing	20%
Visual Storyboard	20%
Information Architectures	20%
Wireframe Prototype	25%
Participation	15%
Total	100%

**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.

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

If a 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 have been made with the instructor.

**Missed Exams/Quizzes/Tests etc.**

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

**Attendance**

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant by email if a class will be missed.

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**COMMUNICATION, ONLINE BEHAVIOUR AND EXPECTATIONS****Communication**

Check your official Capilano University email regularly as all official communication will be sent via this email address only. Additionally, login to MS Teams daily for course and IDEA Campus updates.

**Expectations**

What you can expect from me:

- To respond to emails within 24 hours
- To start and end class on time
- To be available during office hours to support your learning
- To be responsive to your feedback about the course

What I can expect from you:

- To attend in-class and online sessions on time and come prepared for class discussions
- To be attentive and engaged during in-class and online sessions
- When online remember the human – this is the Golden Rule of internet communications. Always be aware that you are talking to a person, not a device. Interact respectfully with peers.
- When online, to mute your microphone when not speaking
- To ask questions and seek help when appropriate
- To use good spelling and grammar in email, online posts and Teams Chat, and to speak using respectful language
- To respect other people's privacy (recordings, photographs or screen shots without permission are not appropriate)

**Class Recordings**

Portions of in-person or online classes may be recorded by the instructor for educational purposes. These recordings will be shared only with students enrolled in the course. Recordings may not be reproduced, shared with those not registered in the class, or uploaded to any online environment. If an instructor plans any uses for the recordings beyond their class, students identifiable in the recordings must/shall be notified to request their consent prior to such use.

**Privacy**

Consult the University's Privacy Office for information regarding privacy concerns.

**VIRTUAL STUDENT SUPPORT RESOURCES****Student Support Services**

Please refer to the Capilano Website for [Learning Support Services](#) to help you succeed this semester.

**Student Digital Ambassadors**

Digital Student Ambassadors are students at Capilano who offer peer support navigating the online learning environment or support with the educational technology tools (such as eLearn, MS Teams, and Zoom). Contact Digital Student Ambassadors through MS Teams Monday through Saturday or email them at [dsa@capilanou.ca](mailto:dsa@capilanou.ca). More information can be found at [Online Learning Support](#).

**Electronic Devices**

Students may use electronic devices during class time for course-related purposes only.

**On-line Communication**

Instructors and students should communicate using their official Capilano University addresses.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Integrity in a Remote Learning Context**

The policies regarding Academic Integrity remain the same in a remote learning context. If you have questions about what may or may not be permitted, please ask your instructor. It is important to review the current *Bachelor of Design in Visual Communication Terms and Conditions for Students* and to follow it carefully and completely.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

### **PROGRAM OPERATIONAL DETAILS**

Students should demonstrate a professional attitude and respectful behavior towards their work, fellow students, and instructors, and agree to uphold Capilano University's culture of equity, diversity and inclusion. Students should demonstrate a willingness to work steadily under sometimes challenging conditions, aim to produce first-class work in a timely manner, and respond constructively to criticism of their work by instructors and peers.

Other operational details are included in the *Bachelor of Design in Visual Communication Terms and Conditions for Students* document, which all students are required to sign.