

COURSE OUTLINE		
<b>TERM: Fall 2025</b>	<b>COURSE NO: IDES 252</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: Digital Media II</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL: @capilanou.ca</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3.0</b>
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

### COURSE FORMAT

Five hours of class time for a 15-week semester. May be offered in mixed-mode format.

### COURSE PREREQUISITE

IDES 151

### CALENDAR DESCRIPTION

This course develops essential skills to support a career as a digital visual designer, focusing on interactive media for the web. Students will learn responsive web design, basic HTML and CSS, and software for prototyping digital interfaces. The curriculum includes applied projects for real-world digital communication scenarios, along with studying critical design patterns and digital accessibility best practices. Students will be introduced to the responsible use of Artificial Intelligence as a tool in the production of digital experiences, to help them understand the ethical implications of AI in the creative process.

### REQUIRED TEXTS AND/OR 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:**

- Use interactive design software to design, prototype and build a responsive web page.
- Examine modular design for web.
- Demonstrate functional usage of CSS and HTML.
- Identify the structure of a website CMS (Content Management System).
- Describe principles and components of digital accessibility.

- Critically evaluate and justify the ethical and unethical use of Artificial Intelligence (AI) in the creation of digital media, considering its impact on the creative process, society, and the environment.
- Explore motion design for digital experiences.
- Continue learning via self-directed methods.

## COURSE CONTENT

Students should expect to spend at least 8 hours/per week on course readings, weekly in-class learning activities, collaborative projects, or assignments. This includes class time.

Week	Content/Lecture
Week 1	Mechanics for Building Digital Products
Week 2	Build with the CSS Box Model
Week 3	Responsive Web Design
Week 4	Information architecture and Hackathon
Week 5	Digital Typography
Week 6	Content Modules
Week 7	Digital Accessibility
Week 8	Content Managers
Week 9	Working with Developers & Asset Management
Week 10	Hackathon: HTML & CSS Demos
Week 11	Artificial Intelligence as a tool for design
Week 12	Industry Speaker Series
Week 13	Interaction Principles & States
Week 14	Motion Principles & SVG Animation
Week 15	Review

**EVALUATION PROFILE**

Assessment	% of Final Grade
Assignments	50-85%
Quizzes/Midterm	0%-35%
Participation & Professionalism	15%
Total	100%

This course consists of several assignments. No one assignment will be valued at more than 35% of the final grade.

**Participation & Professionalism**

Students will be evaluated on their active participation and engagement at 1% per class or to a maximum of 15% of the course grade. The evaluation criteria for participation will be determined by the instructor and cannot be solely based on attendance.

Participation and professionalism can be demonstrated during synchronous (live) and asynchronous (self-paced) classes through clear verbal and written communication, peer support, giving and receiving critique, sharing work-in-progress, reflection, and ongoing curiosity about the subject matter.

**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**

All late assignments will receive a penalty of a 20% deduction for each period of 1 to 7 days that an assignment is late.

**Missed Exams/Quizzes/Labs 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. Accommodations can be made to honour community needs and traditional practices.

**Attendance**

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without permission from the instructor may fail the course. At the

discretion of the instructor, students may be marked absent for arriving more than 15 minutes late, leaving class early without permission or turning webcams off for extended periods of time.

Students are responsible for:

- Informing the instructor and division assistant in writing, if a class will be missed.
- Maintaining assignment due dates.
- Obtaining any missed class materials from their peers. It is not the instructor's responsibility to provide students with instruction that was missed during class time.

### **English Usage**

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

### **Electronic Devices**

Students may use electronic devices during class for course-related purposes only, unless they have a documented accommodation requirement from Accessibility Services. Use of the internet, social media or e-mail during class is limited to program-related work.

### **On-line Communication**

Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

Instructors will be available during their office hours to support student learning and will communicate with students using their official Capilano University email or MS Teams. Students and instructors are encouraged to respond to online communications within 2 business days.

## **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-services/>

**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.

**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.

**DEPARTMENT OR PROGRAM OPERATIONAL DETAILS**

Refer to the following IDEA School of Design policies:

- Academic Performance policy
- Student Code of Conduct
- Plagiarism Policy
- AI Policy