

Web and Mobile App Design and Development

Department Overview

The [Web and Mobile App Design and Development department](#) (WMDD) offers two post-baccalaureate diplomas: a [Post-Degree Diploma in Web and Mobile App, Designer stream](#), and a [Post-Degree Diploma in Web and Mobile App, Developer stream](#). Students choose to enter the designer or developer stream when they apply, but have until the second term to change their focus.

Both streams run the gamut from concept to development and encompass visual aesthetics (e.g., typography, colour theory, and graphics), client and server programming, user experience design, and project management. Students collaborate on several major projects, create real-world applications, develop digital portfolios, and build industry connections. At the end of their program, students will possess the specialized design and development skills the industry is looking for. Students complete four academic terms, then have the opportunity to participate in an optional experiential work term.

Self-Study

WMDD launched its program review in academic year 2020/21 with a Self-Study. Jesica Ortega was the primary Self-Study writer on behalf of the rest of the department's faculty. Additional support was provided by:

- Jason Madar (Coordinator, WMDD)
- Darren Bernaerdt (Dean, Faculty of Arts)
- Pennie Poon (Manager, Office of Academic Quality Assurance)
- Sunita Wiebe (Director, Office of Academic Quality Assurance)
- Institutional Research analysts

Data sources for the Self-Study included:

- Institutional Research-compiled student administrative data (e.g., headcounts, retention, satisfaction)
- Student survey
- Alumni survey
- Faculty survey
- Employer survey

The Self-Study was completed in April 2022.

External Review

WMDD's external review took place on May 7, 2022. The External Review Team consisted of:

- Katherine Davis, Design Formation, Langara (External Review Chair)
- Janet McDonald, Digital Media instructor, VCC and Art Department Manager, *The Georgia Straight*
- Omar Animi, Design instructor, BCIT, and founder of Masini Creative
- Michael Shaw, Cortive Solutions
- Arezoo Mariafar, Faculty of Science and Technology, Douglas College

Action Plan Goals

In response to the Self-Study and External Review, WMDD created an Action Plan with these goals:

- Goal 1: Ensure student enrolment is balanced in terms of gender, residency and English literacy.
- Goal 2a: Ensure the curriculum meets industry standards.
- Goal 2b: Ensure students receive a high-quality education.
- Goal3: Create a standard for clear deliverables and assessments consistent with all courses.
- Goal 4a: Provide students with appropriate technical resources.
- Goal 4b: Encourage instructors' continuous learning and development.
- Goal 5: Improve the department's profile among industry, community and alumni.

Examples of Post-Review Successes

2023/24

The Experience Streams are discontinued. Ira Zhang and Shawna presented the Curriculum Mapping in the WMDD 202420 meeting. The instructors created a document that incorporates the deliverables for the Project classes. All the WMDD instructors worked on giving feedback on how they graded their assignments, and Jordan created a comprehensive document that is in the students' Handbook.