

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

WMDD 4800: Graphic Design for Web

Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 3 h + Seminar 0 h + Lab 2 h

Credits: 3

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

The principles of design and design theories are explored. Design elements and methodology are identified and utilized in a variety of iterative group and individual projects. The role of colour theory and typography will be applied to solve design problems. Stylistic movements will be examined to build a foundation for design decisions.

Prerequisites: Admission into the Web and Mobile App Design and Development program or with assessment and permission from the coordinator.

Registration restricted to students admitted to the PDD in Web and Mobile App Design and Development program

Learning Outcomes:

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

- describe the principles of design - balance, rhythm, proportion, repetition, emphasis, alignment and hierarchy
- explain how the creative process is used to create an effective design solution
- present, defend and critique projects utilizing design principles
- analyze the use of typography and colour theory
- assess design decisions and how they support a design solution

Instructor(s): TBA

Office: TBA

Phone: 604 323 XXXX

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Miller, Brian D. "Above the fold". Louisville. 2014.

Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

Assessments and Weighting:

Final Exam 20%

Other Assessments %

(An example of other assessments might be:) %

Midterm Exam: 15%

Quizzes/Tests: 10%

Assignments: 55%

Proportion of individual and group work:

Individual: 70%

Group: 30%

Grading System: Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: C

Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

- Design history and process
- Principles of design
- Visual hierarchy
- Terminology
- Design requirements for varying screen sizes, aspect ratios and input
- Grid systems
- Typography - readability and legibility
- Use of colour
- Creative briefs

This generic outline is for planning purposes only.

- Wireframes

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

This generic outline is for planning purposes only.