

University of Waterloo
Stratford School of Interaction Design and Business
GBDA228
Digital Imaging of Online Applications
Fall 2021

Instructor and T.A. Information

Instructor: Bryn Ludlow
Office Hours: TBA
Email: bryn.ludlow@uwaterloo.ca
Sections 1 & 2

Instructor: Greg J. Smith
Office Hours: TBA
Email: g28smith@uwaterloo.ca
Sections 3 & 4

TA: Christina Morgan
Office Hours: TBA
Email: cmmmorgan@uwaterloo.ca
Sections 1 & 2

TA: Helena Ip
Office Hours: TBA
Email: ch2ip@uwaterloo.ca
Sections 3 & 4

Course Description

In this course, students are introduced to digital tools through a series of exercises and assignments that cultivate both artistic expression and technical skill. This course focuses on two primary aspects. First, students will develop a critical understanding of design, layout, typography, colour theory, and content accessibility for the purpose of Web Design and App Design. Second, students will learn how to build basic websites using HTML & CSS. Note that this is a studio design course, not a CS course, and its primary focus will be placed 50/50 on design and introductory front-end web development concepts using HTML & CSS.

Course Goals and Learning Outcomes

Upon completion of this course, students should be able to:

- A. Build basic websites using HTML and CSS.
- B. Understand and employ all aspects of the design process in projects.
- C. Develop a critical eye in relation to the critique, creation, and execution of web design.
- D. Demonstrate proficient knowledge and usage of the basic tools necessary for web development.

Required Text

- Students are required to complete the assigned online readings and HTML/CSS tutorials each week from w3schools.com

Recommended Text

- HTML and CSS: Design and Build Websites, by Jon Duckett | ISBN: 978-1-118-00818-8

Course Requirements and Assessment

Information on course requirements and assessments.

Assessment	Date of Evaluation (if known)	Weighting
Video Website Analysis and Critique	Oct 5	15%
Website Redesign and Prototyping	Nov 2	25%
Personal Webpage Design and Implementation Exercises	Dec 3 Rolling	40% 20%
<hr/>		
Total		100%

Video Website Analysis and Critique

In this assignment, you will be analyzing and critiquing the design, content, and usability of a poorly designed website. Present your website analysis and critique in a recorded video.

Website Redesign and Prototyping

The second assignment focuses on redesigning the website you selected in the first. You will create sitemaps and high-fidelity visual mockups of a proposed redesign of that website.

Personal Webpage Design and Implementation

In this assignment, you will create a website about yourself. The web page should be about you and written by you. It could be about your interests, hobbies, background, and experiences that you wouldn't mind sharing with the class. You will implement the website using HTML & CSS.

Exercises

There are 8 exercises that focus on the application of HTML/CSS concepts each week. Exercises are graded based on completeness and effort (i.e., you worked on the exercises, submitted them on time, and finished most of the work) in a simple pass-fail system. Grading is at the discretion of the instructor and TAs and is not negotiable.

A new exercise will be posted on LEARN each Wednesday by EOD (end-of-day), and is due the following Tuesday at 11:59 pm EST. If you miss the first due date, you can still submit exercises 1-3 before Fall Break (End of day Oct 8) and exercises 4-8 on or before Nov 17 without late penalties. After the second due date, late exercises will not be graded.

- Exercise 1: HTML structure and text
- Exercise 2: Images, lists, and file directories
- Exercise 3: Tables and forms
- Exercise 4: Basic styling with CSS
- Exercise 5. CSS positioning
- Exercise 6: Navigation
- Exercise 7: Responsive web design
- Exercise 8: SEO & Analytics

Week	Date	Topic	Deliverables
1	Sep 8	Course overview; virtual meet your profs	–
2	Sep 15	HTML structure and tags	–
3	Sep 22	Graphics, media, and optimization	Exercise 1 (Sep 21)
4	Sep 29	Tables and forms	Exercise 2 (Sep 28)
5	Oct 6	Intro to CSS styles	<u>Video Website Analysis (Oct 5)</u> Exercise 3 (Oct 5)
6	Oct 20	CSS layout	Exercise 4 (Oct 19)
7	Oct 27	Menus and Navigation Bars, and other tips	Exercise 5 (Oct 26)
8	Nov 3	Responsive web design	<u>Website Redesign (Nov 2)</u> Exercise 6 (Nov 2)
9	Nov 10	SEO and Analytics	Exercise 7 (Nov 9)
10	Nov 17	Web publishing	Exercise 8 (Nov 16)
11	Nov 24	Work week and assignment help	–
12	Dec 1	Last week of class	<u>Personal Webpage Design (Dec 3)</u>

Late Work

Late work will not be accepted if more than 7 days after the initial due date. All late work will be subject to a penalty of 5% per day, excluding weekends and statutory holidays.

All assignment due dates are final; yet, a serious issue (e.g., an illness or a personal/family emergency) may arise. If you are not able to complete your work well or within the final due date because of a serious issue, you may request an extension.

Process to request an extension:

1. Write to your section instructor as soon as you become aware of the issue, or at least within 72 hours of the final due date; and
2. Propose an alternative plan for when you can submit your work.

Requests for an extension on a case-by-case basis. If a serious issue arises, you may access any of the relevant student services here:

- <https://uwaterloo.ca/future-students/student-life/student-services>
- <https://uwaterloo.ca/math/accommodations>

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, June 15, 2009 (updated June 2021)

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility. See the [Office of Academic Integrity webpage](#) for more information.

Discipline

A student is expected to know what constitutes academic integrity to avoid committing an academic offence and to take responsibility for his/her actions. Check [the Office of Academic Integrity](#) for more information. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the undergraduate associate dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to [Policy 71 - Student Discipline](#). For typical penalties check [Guidelines for the Assessment of Penalties](#).

Grievance

A student who believes that a decision affecting some aspect of their university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70 - Student Petitions and Grievances](#), Section 4. When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

Appeals

A decision made or penalty imposed under Policy 70 - Student Petitions and Grievances (other than a petition) or Policy 71 - Student Discipline may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72 - Student Appeals](#).

Note for Students with Disabilities

[AccessAbility Services](#), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the

academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

Turnitin.com

Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

Faculty of Arts-required statements for undergraduate course outlines

Cross-listed Course (if applicable)

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.