



A POLYTECHNIC INSTITUTION

School of Business

Program: Certificate in Web Technologies

MDIA 4303

Advanced Design

Prerequisites:

Completion of the Associate Certificate or equivalent
May be taken as a stand-alone course with MDIA
1205/1206, 2205, and 3205 or equivalent as
prerequisites.

Course is a prerequisite for:

Completion of the Certificate Program

Hours/Week:	3	Lecture:	3	Lab:	3	Total Hours:	36	Level:	Certificate
						Total Weeks:	12	Credits:	3

Course Description:

This course will deal with three broad design areas: website usability, website accessibility (for those with physical disabilities), and collaborative Web design. The course will also cover the theories behind design, navigation, layout, and the effective use of colour. The assignments will be specifically designed to simulate situations learners will encounter in the working world, both in a designer/client relationship and working collaboratively as part of a design team. By the end of the course, learners will have the tools to turn your sites into functional works of art that also meet all of the current design guidelines for usability and accessibility.

Evaluation

		Comments:
Assignment 1	20%	Understanding usability issues
Assignment 2	20%	Understanding the use of colour
Assignment 3	20%	Organization and navigation issues
Assignment 4	20%	Designing an accessible website
Assignment 5	20%	Collaborative design project
Total	<u>100%</u>	

Course Learning Outcomes:

At the end of this course the student will be able to:

- analyze (deconstruct) a website, evaluate problems with usability, and suggest solutions,
- illustrate how to use colour effectively to enhance the design of Web pages,
- outline the requirements for proper organization of a website to meet usability standards,
- state the principles of an effective navigation structure for a usable website,
- construct Web pages that meet universal accessibility standards, and
- apply collaborative principles in the group design of Web pages.

Text(s) and Equipment:

Required: None
Recommended: None