ORIGINAL COURSE IMPLEMENTATION DATE: January 2007
REVISED COURSE IMPLEMENTATION DATE: September 2024
COURSE TO BE REVIEWED (six years after UEC approval)**:** November 2029
Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 159	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Digital Design Media II
Course Short Title: Digital Design Media II

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic and Digital Design

Calendar Description:

Introduces professional layout applications for print and digital publishing. Students will produce comprehensive communication design projects while gaining knowledge of layout software, including font and file management, colour systems, and file formats.

Prerequisites (or NONE):	None. Note: As of January 2025, prerequisites will change to GD 154.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number: **GD156**

Cross-listed with:

Equivalent course(s): **GD156**

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Course Details

Special Topics course: **No**
  (If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
  (See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Every semester**

Maximum enrolment (for information only)**: 24**

Typical Structure of Instructional Hours

Lecture/seminar	30
Supervised laboratory hours (design lab)	30
Total hours	**60**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

yes

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No   ☐ Yes

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **No**
  (If yes, fill in transfer credit form.)

Department approval		**Date of meeting:**	June 2023
Faculty Council approval		**Date of meeting:**	September 15, 2023
Undergraduate Education Committee (UEC) approval		**Date of meeting:**	November 24, 2023

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Execute layouts and publications for print and digital media.
2. Develop content for editorial and typographic projects.
3. Describe print and digital publishing with professional terminology.
4. Produce typographic work using industry-standard methods, software, and tools.
5. Implement professional production workflow and management for print and digital publications.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Project:	90%	Quizzes/tests:	10%		%
	%		%		%

Details:

In-class projects (40%), a term project (50%) and a final quiz (10%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	Beth Tondreau	Layout Essentials Revised and Updated: 100 Design Principles for Using Grids	2019
2.	Textbook	Kimberly Elam		2007
3.	Textbook	Sue Apfelbaum	Designing the editorial experience: a primer for print, Web, and mobile	2014
4.	Textbook	Richard Poulin	Design School: Layout: A Practical Guide for Students and Designers	2018

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Access to Adobe CC subscription and Macintosh computer

Course Content and Topics

- Introduction to software and layout design for print and screen.
  - In-class project: Observe and capture
- Content and pages: Using content frames and layout elements. Discussion of appropriation and ethical sourcing of content.
  - In-class project: Composition play
- Type and layout: Using type panels. Expressive and functional text for layout design.
  - In-class project: Type and hierarchy
- Styles for efficiency: Object, paragraph, and character styles.
  - In-class project: Type styles
- Managing visual data: Working with charts and tables for information design.
  - In-class project: Lists and data
- Term project delivery: Culture zine.
- Publication design for print and screen. Examining cultural influences and pluralistic perspectives on communication design and layout.
  - In-class project: Multicultural editorial analysis
- Developing visual style: Designing layout comps and creating mood boards.
- Visual systems: Continuing with multi-page documents and developing design directions.
  - In-class project: Layout with grids
- Multi-page documents: Planning content and generating layout ideas for more than four pages.
- On-screen presentations: Interactive documents and adding functionality for user interaction and dynamic presentations.
- Printing documents: Booklets and binding.
- Lab time. Class critique of term project draft.
- Course wrap and open questions session.
- Term project: Final print and revised files due end of day.