

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 222		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Design Inquiry: Ethos Course Short Title: Design Inquiry: Ethos															
Faculty: Faculty of Humanities		Department (or program if no department): Bachelor of Media Arts													
Calendar Description: Explore and experience the role of the designer in the marketing process and as an agent of change. Discover how persuasion brings value to products, services, causes, or events. Implement purpose-driven campaigns in the field using a pluralistic approach. Note: Students with credit for MEDA 222 cannot take this course for further credit.															
Prerequisites (or NONE):		None.													
Corequisites (if applicable, or NONE):															
Pre/corequisites (if applicable, or NONE):															
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: MEDA 222 Cross-listed with: Equivalent course(s): <i>(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.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Twice per year Maximum enrolment (for information only): 28													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>24</td> </tr> <tr> <td>Tutorials/workshops</td> <td>24</td> </tr> <tr> <td>Experiential (work-integrated learning)</td> <td>12</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar	24	Tutorials/workshops	24	Experiential (work-integrated learning)	12					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
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Experiential (work-integrated learning)	12														
Total hours	60														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
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. Articulate design ethos in relation to visual communication using written, verbal or video-based expression.
2. Prepare a creative brief for a design project.
3. Identify unethical practices in the creative industry, such as Indigenous cultural appropriation and tokenism.
4. Implement a design concept that includes conventional and digital media.
5. Describe the creative process from inquiry and planning to execution. Demonstrate ethical codes of design practice and professional conduct that integrate accessibility, EDI, and research.

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

Field evaluation:	20%	%	%
Assignments:	80%	%	%

Details:

Assignments Part 1: Marketing and User Research 20%; Part 2: Creative Brief 20%; Part 3: Design Output 40%; Part 4: Reflective Writing 20%

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

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Presentations, guest lecturers, group projects, field trips.

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	Visocky O'Grady, J., O'Grady, K.	A Designer's Research Manual, Quatro	2017
2. Online resource	Government of Canada	Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans TCPS 2	2018
3. OER book	Annette Sorensen and Scott van Dyk	Working With Indigenous Communities Ethically	2022
4. OER book	Dianne Biin, Deborah Canada	Indigenous Ethics and Values	2022
5. Online resource	Registered Graphic Designer's Association of Canada	RGD/DesCan/SDGQ Code of Ethics	2022

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

Course is delivered in a studio. Students have access to specialized tools and equipment (colour and 3D printers, laser cutter, photography equipment and Adobe Creative Suite).

Course Content and Topics**Inquiry methods:**

Marketing process and ethnographic research methods.
Human research ethics training (TCPS-2 course).

Subject knowledge:

Ethics and methods of persuasion in design and advertising.
Unethical practices in design, such as cultural appropriation, tokenism, and sexualization.
Introduce ethics using the UNDRIP guidelines and Registered Graphic Designers of Canada resources.

Process of making:

Creative campaign development from creative brief to implementation.
Marketing strategy: user journey and emotional design.

Professional development:

Working ethically with Indigenous peoples and their knowledge.
Refer to UNDRIP Article 31 for guidance on Indigenous Peoples rights to maintain, control, protect cultural heritage and traditional knowledge.
Development of personal ethos as designers

Communication:

Project presentation in professional contexts.
Proposal writing in professional contexts.