ORIGINAL COURSE IMPLEMENTATION DATE: September 2007
REVISED COURSE IMPLEMENTATION DATE: September 2022
COURSE TO BE REVIEWED (six years after UEC approval)**:** February 2028
Course outline form version: 06/18/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 317	**Number of Credits: 3** Course credit policy (105)

Course Full Title: Graphic and Digital Design II
Course Short Title:

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

Calendar Description:

Expand design research methods and visual literacy skills for persuasive communication design. Develop creative strategies and visual systems for specific design contexts using a pluralistic approach.

Prerequisites (or NONE):	GD 157, GD 159, and GD 260.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Antirequisite Courses *(Cannot be taken for additional credit.)*	**Course Details**
Former course code/number:	Special Topics course: **No**
Cross-listed with:	*(If yes, the course will be offered under different letter designations representing different topics.)*
Equivalent course(s):	Directed Study course: **No**
(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.)	Grading System: **Letter Grades**
	Delivery Mode: **May be offered in multiple delivery modes**
	Expected frequency: **Annually**
	Maximum enrolment (for information only)**: 24**

Typical Structure of Instructional Hours

Lecture/seminar	20
Tutorials/workshops	5
Supervised laboratory hours (design lab)	15
Experiential (work-integrated learning)	20
Total hours	**60**

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

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

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

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **Yes**
  (If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	December 2021
Faculty Council approval	**Date of meeting:**	January 14, 2022
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	February 25, 2022

Learning Outcomes

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

1. Use primary and secondary research methods as part of the design process.
2. Synthesize findings from various sources to create comprehensive design solutions.
3. Create a design project brief based on analysis and creative reasoning.
4. Prototype design concepts through iterative cycles to develop strategies and effectively address the identified challenge.
5. Integrate typographic, compositional, and image making skills to create a coherent visual system.
6. Apply visual rhetoric and semiotics in design projects to achieve persuasive communication.
7. Evaluate design decisions based on critical reflection and critique.

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

Assignments:	100%		%		%
	%		%		%

Details: One or more projects will include work integrated learning (WIL). Project briefs may focus on pro bono, community and/or philanthropic causes, municipal initiatives, business and/or industry contexts. The project briefs vary with each delivery and will address current contexts, ethics and best practices.

Project 1: Event Identity & Promotion 35%, Project 2: Corporate Communication Design 35%, Term Project: Process Book 30%

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	Davis, M.	Graphic Design Theory: Graphic Design in Context	2012
2.	Textbook	Visocky O'Grady	A Designer's Research Manual, Quatro Publishing	2017
3.	Textbook	Landa, Robin	Advertising by Design. Generating & Designing Creative Ideas Across Media, 4th Ed. Wiley,	2022

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

Adobe Creative Cloud

Course Content and Topics

- Communication design and a human-centered process for development. The importance of the design research process, and collaboration.
- Communication and context — message components and the message cycle. Representation and the context of culture. Assigning meaning through relationships between text and image. A review of Semiotics.
- Exploring "the big idea" and creating conceptual themes. The process for visual identity design. Conception and goals. Review case studies and examine the reasons for effective outcomes. Presentation guidelines for project critique.
- Developing visual systems for multi-platform design solutions and considerations for Accessibility. Storytelling and the user journey.
- Visual system planning — develop delivery strategy: media, colour, visual style and typography with sketches and mood board.
- Iterations and prototyping your ideas for presentations. Slide deck preparation for presentation.
- Typographic scales and visual hierarchy.
- Corporate Communications: Accountability and transparency. Public, private, government, educational, and non-profit organizations. Using the mission and vision as inspiration. Audiences and stakeholders — A review of case studies and best practices. Designing through the corporate lens and creating solutions that resonate with the target audience. A review of editorial layout principles and organizing content using InDesign.
- Information design — data visualization and infographics. Critiquing infographics — what makes a good data graphic?
- The importance of storytelling. Refining the message. The importance of case studies. Writing style and content. Analysis of the process and outcomes.