

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 462		Number of Credits: 6 Course credit policy (105)													
Course Full Title: Visual Communication Capstone Project Course Short Title: Visual Communication Capstone															
Faculty: Faculty of Humanities		Department (or program if no department): Graphic and Digital Design													
Calendar Description: Students produce and present a major design project and case study that demonstrates disciplinary competency in visual communication, research, and collaborative processes.															
Prerequisites (or NONE):		GD 450 or GD 460.													
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: 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: Annually Maximum enrolment (for information only): 24													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>30</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Supervised laboratory hours (design lab)</td> <td>50</td> </tr> <tr> <td>Experiential (work-integrated learning)</td> <td>20</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>120</td> </tr> </table>		Lecture/seminar	30	Tutorials/workshops	20	Supervised laboratory hours (design lab)	50	Experiential (work-integrated learning)	20			Total hours	120	Prior Learning Assessment and Recognition (PLAR) PLAR cannot be awarded for this course because: This is a capstone course	
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Tutorials/workshops	20														
Supervised laboratory hours (design lab)	50														
Experiential (work-integrated learning)	20														
Total hours	120														
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: December 2021													
Faculty Council approval		Date of meeting: January 14, 2022													
Undergraduate Education Committee (UEC) approval		Date of meeting: February 25, 2022													

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. Generate a proposal for a major design project.
2. Apply primary and secondary research methods.
3. Integrate skills, knowledge, and current design discourse into a major design project.
4. Create strategic and holistic design solutions to address interdisciplinary contexts.
5. Develop a case study demonstrating the proposition, process and value of design.
6. Critically evaluate the design project outcomes and potential implications.
7. Present a comprehensive design project with clarity and depth, outlining objectives, contexts, and findings.

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

Project:	90%	%	%
Final exam:	10%	%	%

Details:

Project: Project proposal (10%), research (20%), major project (40%), case study (20%)

Exam: Capstone presentation to an industry and/or academic panel (10%)

Learning activities include lectures, reflective exercises, participation in related professional events, writing and oral presentation workshops, projects, exhibition and installation, peer review, critiques and group research activities.

This may vary at the department's discretion.

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	Collins, Hilary	Creative Research: The Theory and Practice of Research for the Creative Industries, AVA Publishing	2018
2. Textbook	Visocky O'Grady, Ken and Jenn	A Designer's Research Manual, Quarto Publishing	2017
3. Other	James, Meredith	A Short Guide to Research (for designers), Amazon	2016
4. Textbook	Noble, Ian and Bestely, Russell	Visual Research: An Introduction to Research Methodologies in Graphic Design, Bloomsbury	2019
5. Online resource	LinkedIn Learning	Access through Fraser Valley Library	
6. Online resource	Burns, Ben	The Complete Case Study, The Futur	2020

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

Adobe Creative Cloud

Course Content and Topics

- Expectations for evolving design disciplines, the role of research, integrative skills, and cross-disciplinary collaboration
- Developing a research plan (primary and secondary methods)
- Research methods and ethics, and the process of critical inquiry
- Building on an existing research project
- Demonstrating professional standards of practice
- Collaboration: group projects as part of a portfolio (roles, credits and highlighting the dynamics of collaboration)
- Presenting an independent research project as part of a portfolio
- Demonstrating mastery of the design process and creative practice competency
- Articulating and writing case studies (defining the problem, research methods, design process, and results)
- Integrating a major project into a portfolio
- Major project presentation options: exhibition, installation, poster, paper, or digital
- Presentation techniques for one-on-one and one-on-group
- Presenting in a professional practice context
- Pursuing further study, academic opportunities and preparing for graduate studies
- Preparing for a capstone assessment