

COURSE IMPLEMENTATION DATE: [ **January 2000** ]

COURSE TO BE REVIEWED DATE: [ **January 2004** ]  
(Four years after implementation date)

**OFFICIAL COURSE OUTLINE INFORMATION**

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department and material will vary  
- see course syllabus available from instructor

FACULTY/DEPARTMENT: **GRAPHIC DESIGN**

**GD 101**

**3**

COURSE NAME/NUMBER

FORMER COURSE NUMBER

UCFV CREDITS

**INTRODUCTION TO THE GRAPHIC DESIGN ENVIRONMENT**

COURSE DESCRIPTIVE TITLE

**CALENDAR DESCRIPTION:**

This course is an overview of the graphics industry and how the designer fits within it. Students will explore the capabilities of the leading graphic design software in relation to the industry for which they are creating their design. Basic understanding of the Mac and PC platforms will be learned as well as processes and materials used in the field.

**PREREQUISITES:** Admission to the Graphic Design Program, or permission of the instructor.

**COREQUISITES:**

**SYNONYMOUS COURSE(S)**

- (a) Replaces: \_\_\_\_\_  
(Course #)
- (b) Cannot take \_\_\_\_\_ for further credit  
(Course #)

**SERVICE COURSE TO:**

- [ \_\_\_\_\_  
(Department / Program)
- [ \_\_\_\_\_  
(Department / Program)

**TOTAL HOURS PER TERM:** 45

**STRUCTURE OF HOURS:**

Lectures: 29 hrs [ ]  
Seminar: \_\_\_\_\_ hrs [ ]  
Laboratory: 6 hrs [ ]  
Field Experience: 10 hrs [ ]  
Student Directed Learning: \_\_\_\_\_ hrs [ ]  
Other (Specify): Critique \_\_\_\_\_ hrs [ ]

**TRAINING DAY-BASED INSTRUCTION**

LENGTH OF COURSE: \_\_\_\_\_

HOURS PER DAY: \_\_\_\_\_

[ ]

**MAXIMUM ENROLMENT:** 30 (25 for program)

**EXPECTED FREQUENCY OF COURSE OFFERING:** Once a year

**WILL TRANSFER CREDIT BE REQUESTED?** YES X NO \_\_\_\_\_

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:** YES \_\_\_\_\_ NO \_\_\_\_\_

**AUTHORIZATION SIGNATURES:**

Course designer(s): \_\_\_\_\_

Chairperson: \_\_\_\_\_

Department Head: Graphic Design Faculty

(Curriculum Committee)

\_\_\_\_\_

Dean: \_\_\_\_\_

Virginia B. Cooke

Don Murray

PAC Approval in Principle Date: 2003

PAC Final Approval Date: January 29,

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COURSE NAME / NUMBER

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**LEARNING OBJECTIVES / GOALS / OUTCOMES/ LEARNING OUTCOMES:**

Comprehend the graphic design industry--current and historical.  
Compare and analyse graphic design software.  
Recite industry terminology.  
Breakdown and explain industry workflow.  
Identify and explain materials and processes.  
Setup a computer.

**METHODS:**

Lecture  
Demonstration using Proxima projection.  
Field Trips.  
Guest Speakers.  
Audiovisual Material.  
Library Research.

**PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Credit can be awarded for this course through PLAR                      YES   X        NO       

**METHODS OF OBTAINING PLAR:**

Interview and Portfolio.

**TEXTBOOKS, REFERENCES, MATERIALS:**

Pocket Pal by International Paper Staff ISBN 0614255236

**SUPPLIES / MATERIALS:**

Computer and Software.

**STUDENT EVALUATION:**

(An example of student evaluation for this course might be:)

Small Assignments 20%  
Journals/Short Essays 20%  
Short Review Quizzes 20%  
Mid-term Exam 20%  
Final Exam 20%

**COURSE CONTENT:**

Introduction and historical overview of the graphic design industry.  
Emphasis on the Graphic Designer's role.  
Focus on industry workflow and standards.  
Computer software and hardware capabilities.  
Reinforcement that computers are "tools" in the creative process.  
Visits to industry settings.