



COURSE IMPLEMENTATION DATE: January 2000  
 COURSE REVISED IMPLEMENTATION DATE: September 2012  
 COURSE TO BE REVIEWED: March 2018  
*(six years after UPAC approval)* *(month, year)*

**OFFICIAL UNDERGRADUATE 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 – see course syllabus available from instructor

GD 101	College of Arts – Visual Arts	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Fundamentals of Design		
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

This course begins with an introduction to the practice of graphic and digital design, progressing into the fundamentals of design. Students will explore critical thinking, elements and principles of design, and the basics of typography.

PREREQUISITES: None  
 COREQUISITES:  
 PRE or COREQUISITES:

**SYNONYMOUS COURSE(S):**

- (a) Replaces: \_\_\_\_\_
- (b) Cross-listed with: \_\_\_\_\_
- (c) Cannot take: \_\_\_\_\_ for further credit.

**SERVICE COURSE TO:** *(department/program)*

**TOTAL HOURS PER TERM:** 60

**STRUCTURE OF HOURS:**

Lectures:	<u>30</u>	Hrs
Seminar:		Hrs
Laboratory:	<u>15</u>	Hrs
Field experience:	<u>15</u>	Hrs
Student directed learning:		Hrs
Other (specify): Critique		Hrs

**TRAINING DAY-BASED INSTRUCTION:**

Length of course: \_\_\_\_\_  
 Hours per day: \_\_\_\_\_

**OTHER:**

Maximum enrolment: 24  
 Expected frequency of course offerings: Once per year  
*(every semester, annually, every other year, etc.)*

**WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)**  Yes  No  
**WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)**  Yes  No  
**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:**  Yes  No

Course designer(s): <u>Graphic Design Faculty</u>	Date approved: <u>February 3, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>February 17, 2012</u>
Supporting area consultation (Pre-UEC)	Date approved: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>March 2, 2012</u>
Undergraduate Education Committee (UEC) approval	

**LEARNING OUTCOMES:**

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

- Define graphic design as a discipline
- Identify notable design movements from the 19<sup>th</sup> and 20<sup>th</sup> century
- Describe how economic, political and social contexts contribute to design
- Analyze the principles, elements and formal structures in design
- Demonstrate composition, principles and elements of design in applied projects

**METHODS:** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures  
Demonstrations  
Presentations  
Field trips

**METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Examination(s)                       Portfolio assessment                       Interview(s)

Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

**TEXTBOOKS, REFERENCES, MATERIALS:**

*[Textbook selection varies by instructor. An example of texts for this course might be:]*

Lupton, E. & Cole Phillips, J. *Graphic Design The New Basics*. Princeton Architectural Press, NY. 2008.

Ambrose, Gavin; and Harris, Paul. *The fundamentals of graphic design 2<sup>nd</sup> Ed*. AVA Academia, 2011.

Landa, Robin. *Graphic Design Solutions, 4<sup>th</sup> Ed*. Clark Baxter, 2011.

**SUPPLIES / MATERIALS:**

Adobe CS current edition  
Computer  
Flash drive

**STUDENT EVALUATION:**

*[An example of student evaluation for this course might be:]*

15% Project 1: Principles and elements, Pattern and ornament

35% Project 2: Principles and elements, Analysis of isms

25% Project 3: Social responsibility, Great ideas

25% Project 4: Design of Dissent

**COURSE CONTENT:**

*[Course content varies by instructor. An example of course content might be:]*

Introduction to the discipline of graphic design.

Historical overview of notable graphic design movements.

The designer's contribution to society.

Elements and principles of design: Pattern, ornament, –isms, Bauhaus and beyond.

Composition and structure: Movements and trends