

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 101		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Fundamentals of Design																			
Course Short Title (if title exceeds 30 characters): Fundamentals of Design																			
Faculty: Faculty of Humanities		Department (or program if no department): Graphic Design																	
Calendar Description: An introduction to design fundamentals and visual communications practice. Through applied projects, students explore elements and principles of design, implement creative processes, apply compositional theories, and critically reflect on their design solutions.																			
Prerequisites (or NONE):		None.																	
Corequisites (if applicable, or NONE):																			
Pre/corequisites (if applicable, or NONE):																			
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 60 Typical structure of instructional hours: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr><td>Lecture hours</td><td style="text-align: center;">30</td></tr> <tr><td>Seminars/tutorials/workshops</td><td></td></tr> <tr><td>Laboratory hours</td><td style="text-align: center;">15</td></tr> <tr><td>Field experience hours</td><td style="text-align: center;">15</td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td style="text-align: right;">Total</td><td style="text-align: center;">60</td></tr> </table>		Lecture hours	30	Seminars/tutorials/workshops		Laboratory hours	15	Field experience hours	15	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	60	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Other contact hours:																			
Total	60																		
		Maximum enrolment (for information only): 24																	
		Expected frequency of course offerings (every semester, annually, every other year, etc.): annually																	
Department / Program Head or Director: Karin Jager		Date approved: November 26, 2016																	
Faculty Council approval		Date approved: November 2016																	
Campus-Wide Consultation (CWC)		Date of posting: n/a																	
Dean/Associate VP: Jacqueline Nolte		Date approved: November 2016																	
Undergraduate Education Committee (UEC) approval		Date of meeting: December 16, 2016																	

Learning Outcomes

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

- Define graphic design as a discipline
- Describe how economic, political and social contexts contribute to design
- Define a problem for a visual communications project
- Implement a creative process using design methodology
- Apply design elements, principles, compositional, and colour theories to visual communication
- Describe colour modes, functions, and attributes
- Analyze the relationship between form, colour, context and meaning
- Identify formal elements of visual communication of a variety of visual media
- Analyze visual media within a contextual framework
- Critically reflect on design solutions
- Source and use images ethically; and,
- Communicate capably with and about images in visual communication

Prior Learning Assessment and Recognition (PLAR)

Yes No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, workshops, applied project work, presentations, and field trips.

Grading system: Letter Grades: Credit/No Credit: Labs to be scheduled independent of lecture hours: Yes No

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

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Lupton, E. & Cole Phillips,	<i>Graphic Design The New Basics</i>	<input checked="" type="checkbox"/>	Princeton Architectural Press	2015
2.	Ambrose, Gavin; and Harris, Paul	<i>The fundamentals of graphic design</i>	<input checked="" type="checkbox"/>	AVA Academia	2009
3.	Landa, Robin.	<i>Graphic Design Solutions</i>	<input checked="" type="checkbox"/>	Clark Baxter	2013
4.			<input type="checkbox"/>		
5.			<input type="checkbox"/>		

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

Adobe CC current edition, Computer, flash drive

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	100%

Details (if necessary):

Assignments comprise of a series of projects. Projects will be graded using the following criteria as applicable:

- Incremental Development: Experimentation, detailed exploration (thumbnails), demonstrated knowledge of assigned readings and participation in workshops and field trips.
- Originality: Strength of concept, innovation, and effectiveness.
- Final solution: Meets the project objectives.
- Presentation: Well-constructed mock-ups with a high standard of finish and a clear rationale for the final solution.
- Attention to detail: Design solutions use correct image file types, content is spell-checked, and all images and content sources are cited (as applicable).

Typical Course Content and Topics

Week 1: An introduction to visual communications practice.
Design elements and fundamentals. Project 1 assigned: Gift Series
Homework: Line and form studies. Contrast and compositional exploration.

Week 2: Design elements and compositional principles.
Project 1: In-class exercises on creating visual communication in the application of design elements. Distilling objects to line and form.
Experimenting with contrast.

Week 3: An introduction to colour theory - objective and subjective. Working with colour contrasts and colour value.

Week 4: Creating a conceptual theme. Working with a creative process. Developing styles and using colour and applying conceptual elements. Introduction of design language and articulating a design concept.

Week 5: Project 1: Working with compositional constraints. Prototypes and mock-ups. Demo.

Economic, political and social contexts. The beginning of the design industry. Introducing Victorian design thinkers: Queen Victoria, Owen Jones and William Morris.

Project 2 assigned: The Great Exhibition Commemoration. Defining a problem. Understanding the client (Queen Victoria) and the audience. Introducing montage, storytelling, and information hierarchy. Working with graphic standards, ethical image use, and copyright.

Week 6: Project 1 Critique. How to critically reflect on work.

Project 2, Generating Concepts: Metaphoric concepts, analytic concepts, meta concepts and applying conceptual approaches. Developing rationales and articulating design solutions.

Week 7: Project 2 Tear apart crit and in-class work.

Mid-term interviews and grades.

Week 8: Project 2 Critique. Project Due.

An introduction to Modernism. Influences and creative elements. The impact of technology in visual media. Derivative design, pastiche, and image appropriation. Image licensing and access.

Project 3 assigned:

Week 9:

The psychology of colour. Looking at the past. Using colour palettes, contrast, and value.

Week 10: Project 3 How to create conceptual solutions (non-representational).

Week 11: Minimalist and symbolic design. Applying simplified graphic forms to impart meaning — line, form and orientation. Gestalt theory. Constraints and limitations: The rule of thirds.

Week 12: Project 3 Tear apart crit.

Week 13: Project 3 Final project due.