



COURSE IMPLEMENTATION DATE: September 2003
 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 161	College of Arts – Graphic Design	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Graphic and Digital Design I		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

This course introduces visual communication and how we perceive images and words. Students gain an understanding of the fundamentals of perception and design thinking. Exercises and projects emphasize conceptual development, composition, and the visual solution.

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:	<u>10</u>	Hrs
Laboratory:	<u>20</u>	Hrs
Field experience:	_____	Hrs
Student directed learning:	_____	Hrs
Other (specify):	_____	Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course: _____
 Hours per day: _____

OTHER:

Maximum enrolment: 24
 Expected frequency of course offerings: Annually
(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	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 the communications objectives for a design project
- Generate concepts for a design solution
- Implement a process for the development of a design solution
- Develop content for a design solution
- Apply typography, image and colour in a layout
- Create design solutions that meet communications objectives
- Articulate the rationale for a design solution

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

Lectures

Demonstrations

Presentations

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. Examples for this course might be:]*

Ambrose, Gavin; and Harris, Paul. *The fundamentals of creative design*, 2nd Ed. AVA Academia, 2011.
Lupton, Ellen ed. *Graphic design thinking: Beyond brainstorming*. Princeton Architectural Press, 2011.
Stone, Terry Lee. *Managing the Design Process: Concept Development*. Rockport Publishers 2010

SUPPLIES / MATERIALS:

Adobe CS current edition

Macintosh computer

Portable media storage

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

5% Project 1: Creative brief
10% Project 2: Design thinking – research and concept development
25% Project 3: Exercises in graphic design basics (5 x 5% each)
20% Project 4: Zine
20% Project 5: Poster
20% Project 6: Identity

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

An introduction to the design process:

From problem to the solution.

Defining the challenge. Understanding communications objectives and the creative brief.

Research methods for design projects.

Generating ideas and concept development:

Mind mapping, 20 x 20 thumbnails and mood boards.

An introduction to the graphic design basics:

Formats, layout and grids, typography, image, colour, and print finishing

Developing the design solution.

Creating mock-ups for presentation.

Presenting design solutions.

How to write a rationale.