



COURSE IMPLEMENTATION DATE: { Jan-04 }
 COURSE REVISED IMPLEMENTATION DATE: { }
 COURSE TO BE REVIEWED: { Jan-08 }
 (FOUR (4) YEARS AFTER IMPLEMENTATION DATE; MONTH / YEAR

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

COURSE NAME/NUMBER: GD 164 **FORMER COURSE NUMBER:** _____ **UCFV CREDITS:** 2

COURSE DESCRIPTIVE TITLE: CORPORATE IDENTITY DESIGN

CALENDAR DESCRIPTION:

Based on a client's marketing position the student will be able to visually communicate the client's business through logo design and then carry the image through to other products from stationary to vehicles. Emphasis will be on the students' own style. Projects will include the development of computer, design, critiquing, and problem solving skills. Meeting deadlines and group brainstorming will also be focused on.

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

COREQUISITES: _____

SYNONYMOUS COURSE(S)	SERVICE COURSE TO:
(a) Replaces: _____ (Course #)	_____
(b) Cannot take: _____ for further credit (Course #)	_____

TOTAL HOURS PER TERM: <u>39</u>	TRAINING DAY-BASED INSTRUCTION
STRUCTURE OF HOURS:	LENGTH OF COURSE: _____ N/A
Lectures: <u>22</u> hrs.	HOURS PER DAY: _____ N/A
Seminar: _____ hrs.	
Laboratory: <u>17</u> hrs.	
Field Experience: _____ hrs.	
Student Directed Learning: _____ hrs.	
Other (Specify): _____ hrs.	
Combination of Lecture and Lab Hours: <u>Yes</u> YES/NO	

MAXIMUM ENROLMENT: 30 (25 for program)

EXPECTED FREQUENCY OF COURSE OFFERING: Once a year

WILL TRANSFER CREDIT BE REQUESTED?: (Lower-level courses only) **YES** X **NO** _____

WILL TRANSFER CREDIT BE REQUESTED?: (Upper-level requested by department) **YES** _____ **NO** _____

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: **YES** _____ **NO** _____

AUTHORIZATION SIGNATURES:

Course designer(s): Graphic Design Faculty	Chairperson: (type name in this field) (Curriculum Committee)
Course reviewed by: Virginia B. Cooke	
Department Head: Don Murray	Dean: Virginia B. Cooke
PAC Approval in Principle Date: (type date in this field)	PAC Final Approval Date: 29-Jan-03

GD 164

COURSE NAME / NUMBER

COURSE CONTENT:

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

Historical overview--pictographs, ideograms.

Projects solving visual problems.

Emphasis on incorporating outside (or client's) needs.

Conceptual development.

Standards for logo reproduction.