

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 260

Number of Credits: 3 [Course credit policy \(105\)](#)

Course Full Title: Graphic and Digital Design I

Course Short Title (if title exceeds 30 characters):

Faculty: Faculty of Humanities

Department (or program if no department): Graphic Design

Calendar Description:

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

Note: Students with credit for GD 161 cannot take this course for further credit.

Prerequisites (or NONE): GD 101 and GD 154

Corequisites (if applicable, or NONE):

Pre/corequisites (if applicable, or NONE):

Equivalent Courses (cannot be taken for additional credit)

Former course code/number: **GD 161**

Cross-listed with:

Equivalent course(s):

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.

Transfer Credit

Transfer credit already exists: Yes No

Transfer credit requested (OReg to submit to BCCAT):

Yes No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: Yes No

To find out how this course transfers, see bctransferguide.ca.

Total Hours: 60

Typical structure of instructional hours:

Lecture hours	30
Seminars/tutorials/workshops	10
Laboratory hours	20
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	60

Special Topics

Will the course be offered with different topics?

Yes No

If yes, different lettered courses may be taken for credit:

No Yes, repeat(s) Yes, no limit

Note: The specific topic will be recorded when offered.

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: July 18, 2014

Campus-Wide Consultation (CWC)

Date of posting: August 29, 2014

Faculty Council approval

Date approved: October 10, 2014

Dean/Associate VP: Jacqueline Nolte

Date approved: October 10, 2014

Undergraduate Education Committee (UEC) approval

Date of meeting: November 21, 2014

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

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, demonstrations, presentations.

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. Santoro, Scott W.	<i>Guide to Graphic Design</i>	<input type="checkbox"/>	Pearson	2014

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

Adobe CS current edition
Macintosh computer
Portable media storage

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other::	%	Other::	%	Other::	%	Total:	0%

Details of Assignments

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: Event Promotion
20% Project 6: Experiential Design

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

Typical Course Content and Topics

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.