



COURSE IMPLEMENTATION DATE: September 2007  
 COURSE REVISED IMPLEMENTATION DATE: May 2014  
 COURSE TO BE REVIEWED: May 2020  
*(six years after UEC 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

<u>GD 317</u>	<u>College of Arts – Graphic Design</u>	<u>3</u>
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
<u>Graphic and Digital Design II</u>		
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

This course presents the field of communication design, the process of problem solving, and how to design effective visual communications solutions. Students focus on strategy, research, and target audience analysis in the development of comprehensive visual communications projects.

PREREQUISITES: GD 154, GD 157, and GD 159 (formerly GD 156). Note: As of May 2015, prerequisites will change to the following: GD 154, GD 157, GD 159 (formerly GD 156), and GD 161.

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>25</u>	Hrs
Seminar:	<u>5</u>	Hrs
Laboratory:	<u>25</u>	Hrs
Field experience:	<u>5</u>	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: 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>J. Nolte &amp; A. Babiarz (reviewed by K. Jager &amp; GD Faculty)</u>		
Department Head:	<u>Karin Jager</u>	Date approved:	<u>September 13, 2013</u>
Campus-Wide Consultation (CWC)		Date of meeting:	<u>September 27, 2013</u>
Curriculum Committee chair:	<u>Amanda McCormick</u>	Date approved:	<u>November 8, 2013</u>
Dean/Associate VP:	<u>Jacqueline Nolte</u>	Date approved:	<u>November 8, 2013</u>
Undergraduate Education Committee (UEC) approval		Date of meeting:	<u>November 22, 2013</u>

**LEARNING OUTCOMES:**

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

- Identify different types of visual communications projects and their purpose
- Gather information, materials, and research to solve a graphic design problem
- Analyze the information, materials, and research gathered and strategize a project direction
- Develop a design brief, mood boards, and plan a visual communications project
- Create design concepts and develop comprehensive design solutions
- Develop proficiency in the application of typography, layout, and image making
- Describe the production process for different types of media for the implementation of visual communications projects

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

- Lectures
- Demonstrations
- Presentations
- In-class project development
- Studio tour

**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:]

Landa, Robin. *Graphic Design Solutions, 4th Ed.* Clark Baxter, 2011.  
Visocky O'Grady, *The Information Design Handbook.* F+W Publications, 2008.  
Barry, Pete. *The Advertising Concept Book, Think Now, Design Later: A complete guide to creative ideas, strategies and campaigns.* Thames and Hudson, 2010.

**SUPPLIES / MATERIALS:**

- Macintosh computer
- Adobe CS current edition
- Portable media storage

**STUDENT EVALUATION:**

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

Project 1: Publication design	25%
Project 2: Advertising	25%
Project 3: Information design	25%
Project 4: Corporate communication	25%

**COURSE CONTENT:**

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

**An overview of different types of visual communications projects and their purpose:**

**Week One: Book Design:** Covers, interiors and designing for a series. Analyzing books and magazines published in print and digital media. Types of publications – editorial, fiction, non-fiction, informational, etc.

**Week Two: Advertising:** Integrated campaigns and flexible strategies across multiple media platforms. Ideas, headlines, and visuals.

**Week Three: Information Design:** Data visualization. Cognitive principles, communication principles and aesthetic principles. Exhibition design, signage and way finding.

**Week Four: Corporate Communication:** Conceptualizing corporate vision, themes, and positioning. Types of corporate communications projects – brochures, catalogues, direct mail, annual report, social responsibility report. Types of corporate communication clients – Public, private, government, and non-profit organizations. The role of social responsibility in a corporation.

*Course Content continued:*

**Weeks Five through 12: The five phases of the graphic design process:**

Introducing Robin Landa's "Orientation > Analysis > Concepts > Design > Implementation" phases

1. **Orientation:** Defining the graphic design problem and understanding the client's culture, values, and history. Determining needs, requirements, audience, and competition. Using information gathering tools and initiating market research.
2. **Analysis:** Strategizing a project direction. Examining each part of the problem and defining each part. Organizing and analyzing the information, materials, and research gathered. Developing a design brief, mood boards, and planning a visual communications project. Managing strategy in different types of contexts (design studio, advertising agency, publisher). Using mood boards to establish direction for colour, style, and strategy. Involving the client in the discovery process.
3. **Concepts:** Creating design concepts by articulating rationales for design elements and creative direction of the communications solution. Applying reflective thinking, interpretation, and reasoning to concept development. Establishing the theme, tone, and direction of the content. Creating the content.
4. **Design:** Developing the design solution. Creating thumbnail sketches, roughs, and comprehensives. Using typography, images, and layout effectively. Techniques for client presentations.
5. **Implementation:** Implementing design solutions. An introduction to the production process for different types of media. Estimating, project management, production, and client liaison.

**Week 13: Designing visual communication using the five phases of the graphic design process**