

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<b>Course Code and Number:</b> GD 317		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Graphic and Digital Design II																			
<b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic Design																	
<b>Calendar Description:</b> 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.																			
<b>Note: Students with credit for</b> _____ <b>cannot take this course for further credit.</b>																			
<b>Prerequisites (or NONE):</b>		GD 157, GD 159 (formerly GD 156), and GD 260 (formerly GD 161).																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> 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>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 60</b> <b>Typical structure of instructional hours:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Lecture hours</td><td style="text-align: right;">25</td></tr> <tr><td>Seminars/tutorials/workshops</td><td style="text-align: right;">5</td></tr> <tr><td>Laboratory hours</td><td style="text-align: right;">25</td></tr> <tr><td>Field experience hours</td><td style="text-align: right;">5</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;"><b>Total</b></td><td style="text-align: right;"><b>60</b></td></tr> </table>		Lecture hours	25	Seminars/tutorials/workshops	5	Laboratory hours	25	Field experience hours	5	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>60</b>	<b>Special Topics</b> 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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<b>Total</b>	<b>60</b>																		
		<b>Maximum enrolment (for information only):</b> 24																	
		<b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> July 18, 2014																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> August 29, 2014																	
<b>Faculty Council approval</b>		<b>Date approved:</b> October 10, 2014																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> October 10, 2014																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> November 21, 2014																	

**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

**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, in-class project development, studio tour.

**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.	Landa, Robin	<i>Graphic Design Solutions</i>	<input type="checkbox"/>	Clark Baxter	2011
2.	Visocky O'Grady,	<i>The Information Design Handbook</i>	<input type="checkbox"/>	F+W Publications	2008
3.	Barry, Pete	<i>The Advertising Concept Book, Think Now, Design Later: A complete guide to creative ideas, strategies and campaigns</i>	<input type="checkbox"/>	Thames and Hudson	2010
4.			<input type="checkbox"/>		

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

Macintosh computer  
Adobe CS current edition  
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:	100%

**Details (if necessary):**

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

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

**Typical Course Content and Topics****An overview of different types of visual communications projects and their purpose:**

- Week 1:**      **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 2:**      **Advertising:** Integrated campaigns and flexible strategies across multiple media platforms. Ideas, headlines, and visuals.
- Week 3:**      **Information Design:** Data visualization. Cognitive principles, communication principles and aesthetic principles. Exhibition design, signage and way finding.
- Week 4:**      **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.
- Weeks 5-12:**      **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**