

COURSE IMPLEMENTATION DATE:	January 2000
COURSE REVISED IMPLEMENTATION DATE:	September 2007
COURSE TO BE REVIEWED:	December 2010
(Four years after UPAC final approval 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 the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT:	<b>Visual Arts</b>	
GD 374		3
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS
	Concepts and Systems in Communication Design	
COURSE DESCRIPTIVE TITLE		

**CALENDAR DESCRIPTION:**

This course introduces students to the development and analysis of concepts and systems in Communication Design. Students will produce designs for systems that entail specific client objectives, audience profiles, budgets, and production plans. Communication Design will take the form of a range of projects in various media for a grouping of clients including commercial, educational, and institutional.

PREREQUISITES: GD 154, GD 156, and either GD 203 or GD 204  
COREQUISITES:

SYNONYMOUS COURSE(S)	<b>SERVICE COURSE TO:</b>
(a) Replaces: <b>GD 164</b>	
(Course #)	(Department/Program)
(b) Cannot take: _____ for further credit.	
(Course #)	(Department/Program)

TOTAL HOURS PER TERM:	<b>45</b>	TRAINING DAY-BASED INSTRUCTION
<b>STRUCTURE OF HOURS:</b>		LENGTH OF COURSE: _____
Lectures: <b>25</b> Hrs		HOURS PER DAY: _____
Seminar: _____ Hrs		
Laboratory: <b>20</b> Hrs		
Field Experience: _____ Hrs		
Student Directed Learning: _____ Hrs		
Other (Specify): _____ Hrs		

MAXIMUM ENROLLMENT:	<b>24</b>
EXPECTED FREQUENCY OF COURSE OFFERINGS:	<b>Once a year</b>
<b>WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

**AUTHORIZATION SIGNATURES:**

Course Designer(s): _____	Chairperson: _____
J. Nolte	<i>BFA Curriculum Committee</i>
Department Head: _____	Dean: _____
J. Nolte	Eric Davis
UPAC Approval in Principle Date: _____	UPAC Final Approval Date: Dec. 13, 2006

**LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:**

By the end of the course successful students will be able to :

- Assess and apply clients' needs
- Solve visual problems
- Formulate usage style sheet
- Integrate reproduction issues with various media
- Create communication design strategies to support marketing plans
- Analyze and interpret communication strategies designed for specific target audiences
- Synthesize conceptual, visual, and technical skills
- Design items such as product and service flyers and brochures, in house promotions, and web promotions

**METHODS:**

Lectures  
Research  
Information briefs  
Independent production  
Group Critiques

**PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Credit can be awarded for this course through PLAR (Please check :)  Yes  No

**METHODS OF OBTAINING PLAR:**

Interview and portfolio

**TEXTBOOKS, REFERENCES, MATERIALS:**

[Textbook selection varies by instructor. An example of texts for this course might be:]

Graphically Speaking: A Visual lexicon for Achieving Better Designers – Client Communication by Lisa Buchanan, How Design Books, 2003  
Letterhead and Logo Design 8 by Top Design Studios, Rockport Publishers, 2003  
Systems Analysis, Design, and Development Concepts. Principles and Practices by Charles S Wassan, Wiley-Interscience, 2005

**SUPPLIES / MATERIALS:**

Marker paper; matte board; felt pens; tracing paper; zip disks; USB removable storage units; software; technical pens; PC computer

**STUDENT EVALUATION:**

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

Projects: 60%  
Short assignments 30%  
Short tests 10%

**COURSE CONTENT:**

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

1. Historical overview
2. Introduction of complex communication challenges
3. Explanation of design solutions in accordance with specific needs (seminar based)
4. Projects requiring visual solutions
5. Analysis of how to incorporate client needs
6. Conceptual Development in relation to the above
7. Standards for reproduction of graphic and communication forms devised for client
8. Product and service flyers and brochures
9. Direct mail packages
10. In house promotions
11. Web based promotions
- 12-13. Synthesis of conceptual, visual, and practical skills in final presentations; group critiques of communication strategies