



ORIGINAL COURSE IMPLEMENTATION DATE: January 2019
 REVISED COURSE IMPLEMENTATION DATE:
 COURSE TO BE REVIEWED (six years after UEC approval): September 2024
 Course outline form version: 10/27/2017

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 450	Number of Credits: 3 Course credit policy (105)														
Course Full Title: Design Systems I: Experiential Graphic Design Course Short Title: Experiential Graphic Design <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>															
Faculty: Faculty of Humanities	Department (or program if no department): Graphic and Digital Design														
Calendar Description: Experiential graphic design (XGD) focuses on human interaction with physical space and objects that emphasize personalized designed experiences in built environments. Critical thinking and user-centered design (UCD) principles are applied to environmental design systems, wayfinding, augmented reality, and digital interfaces (apps).															
Prerequisites (or NONE):	GD 317 and GD 374.														
Corequisites (if applicable, or NONE):	None														
Pre/corequisites (if applicable, or NONE):	None														
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	Special Topics This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(Double-click on box to select it as checked.)</i> 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>(The specific topic will be recorded when offered.)</i>														
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Lecture/seminar hours</td><td style="text-align: center;">30</td></tr> <tr><td>Tutorials/workshops</td><td style="text-align: center;">5</td></tr> <tr><td>Supervised laboratory hours</td><td style="text-align: center;">20</td></tr> <tr><td>Experiential (field experience, practicum, internship, etc.)</td><td style="text-align: center;">5</td></tr> <tr><td>Supervised online activities</td><td></td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td style="text-align: right;">Total hours</td><td style="text-align: center;">60</td></tr> </table>	Lecture/seminar hours	30	Tutorials/workshops	5	Supervised laboratory hours	20	Experiential (field experience, practicum, internship, etc.)	5	Supervised online activities		Other contact hours:		Total hours	60	Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit revised outline for rearticulation: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>
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Total hours	60														
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit Expected Frequency of Course Offerings: Annually <i>(Every semester, Fall only, annually, every other Fall, etc.)</i>														
Department / Program Head or Director: Karin Jager	Date approved: February 2018														
Faculty Council approval	Date approved: March 2018														
Dean/Associate VP: Jacqueline Nolte	Date approved: March 2018														
Campus-Wide Consultation (CWC)	Date of posting: June 2018														
Undergraduate Education Committee (UEC) approval	Date of meeting: September 28, 2018														

Learning Outcomes:

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

- implement traditional environmental graphic design methodology using brand identity systems, site logic, and research for visual concepts
- identify decision points, circulation paths and sightlines in built environments
- create information systems to guide users within an environment
- examine human interactivity within a spatial environment.
- apply user-centered design principles (UCD) of viability, desirability, and feasibility to design solutions
- identify the subjective side of interaction through touch screens, tradeshow, and displays
- apply methods and tools related to tangible product interactions, graphical screen interactions, and service design strategic interactions.
- use iterative and rapid prototyping as an integral part of the entire design process
- develop mobile applications that use augmented reality for wayfinding that considers a sense of place; enhancing space; and the human experience
- pursue in-depth design projects related to particular human needs and contexts
- design and implement a variety of experiences with human behavior in mind

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, field research, workshops, experiential learning, teamwork, design processes, indigenization, cross disciplinary collaboration, participatory design, ethnography, UCD user-centered design.

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.	Crouch, Christopher and Pearce, Jane	Doing Research in Design	<input checked="" type="checkbox"/>	Berg	2012
2.	The Society for Experiential Graphic Design	Academic Resources: https://segd.org/education	<input checked="" type="checkbox"/>	SEGD	2018
3.	Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Accessible Graphic Design	<input checked="" type="checkbox"/>	RGD & Government of Ontario	2010
4.	Calori, Chris and Vandenberg, David	Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems.	<input checked="" type="checkbox"/>	Wiley	2015
5.	White, Jason	Experiential Design: Creating the New Visual Experience	<input checked="" type="checkbox"/>	Focal Press	2019

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	70%	Field experience:	30%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary):**Typical Course Content and Topics****Weeks 1 to 3**

Participatory and people centered design practice. Introducing the problem-solving process for systems thinking graphic design.

Attitudes or values, basic process for solving problems, and logic or procedure for collecting data.

Identifying experience design problems in wayfinding, community placemaking, UX design, trade shows, environments, public places, educational, and retail environments.

Project 1 assigned, due Week 8: Designing to inform, engage and educate

Defining the problem. Site visit and client brief.

Weeks 4 to 5

Connecting the digital with the physical. Environmental design, systems level design, and interactivity.

Research methodologies for problem solving. Identifying stakeholders, assumptions, constraints, and desires. Conceptualizing through mind mapping and brainstorming, user personas, scenarios and sketches. Introducing augmented reality and user-centric principles.

Working with the built environment, narratives and identifying circulation paths and sightlines. Using participatory design as a research methodology to establish values and attitudes.

Site visit, group research workshops, and concept development.

Weeks 6 to 8

Creating brand touchpoints using digital and physical interactions. Rapid prototyping of design solutions. Principles of UX design. Preparing a client presentation and case study for the project.

Weeks 9 to 13

Wayfinding for navigation and accessibility.

Site visit and collecting data.

Identifying stakeholders, assumptions, constraints, and desires. Integrating participatory design methodology. User personas, scenarios and accessibility. Developing graphic standards, focus group testing, and iteration. Creating a brand identity systems and developing visual concepts.

Project 2 assigned and due Week 13.