

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 <u>Course credit policy (105)</u>													
Course Full Title: Design Systems I: Experiential Graphic Design Course Short Title: Experiential Graphic Design														
Faculty: Faculty of Humanities	Department (or program if no department): Graphic and Digital Design													
Calendar Description: Students explore the dynamics of human interaction within physical and virtual spaces and objects to design personalized experiences for audiences within constructed environments. Through exploring case studies, fundamental principles, and methodologies, students learn the skills necessary to craft impactful and meaningful experiences. Note: The differential tuition fee includes an Adobe CC subscription for the class duration at no additional cost.														
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: 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>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See <u>policy 207</u> for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 24												
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>20</td> </tr> <tr> <td>Tutorials/workshops</td> <td>40</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar	20	Tutorials/workshops	40							Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	20													
Tutorials/workshops	40													
Total hours	60													
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (<i>See <u>bctransferguide.ca</u></i>) Transfer credit already exists: No Submit outline for (re)articulation: Yes <i>(If yes, fill in <u>transfer credit form</u>.)</i>												
Department approval		Date of meeting: February 23, 2024												
Faculty Council approval		Date of meeting: March 8, 2024												
Undergraduate Education Committee (UEC) approval		Date of meeting: September 27, 2024												

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Discuss XGD, including its history, core principles, accessibility, various domains, and current importance from different perspectives.
2. Evaluate the underlying principles, concepts, and design systems for XGD, focusing on how design impacts experiences across diverse environments and personalized perspectives, including Indigenous perspectives.
3. Examine existing XGD case studies to guide future outcomes.
4. Use HCD and inclusive design principles.
5. Synthesize acquired knowledge into practical applications that enable and promote meaningful interactions.
6. Develop designs to enrich experiences for diverse audiences.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	100%	%	%
	%	%	%

Details:

Developing context (20%)

Project 1: defining, research, ideation (20%)

Project 2: development, selection (20%)

Project 3: implementation and testing (20%)

Project 4: evaluation/reflection (20%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

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

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

Type	Author or description	Title and publication/access details	Year
1. Article	O'Rourke, Karen	Walking and Mapping: Artists as Cartographers. A Form of Perception or a Form of Art.	2011
2. Indigenous knowledge	<i>Sovereign Words: Indigenous Art, Curation and Criticism</i>	<i>Hiding in Plain Sight: Decolonizing Public Memory.</i>	2018
3. Textbook	Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Accessible Graphic Design	2010 2021
4. Textbook	Calori, Chris and Vanden-Eynden, David	Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems.	2015
5. Textbook	White, Jason	Experiential Design: Creating the New Visual Experience	2019

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

Studio spaces for this course provide access to Adobe CC, scanners and colour printing. It is recommended that students enrolled in the BFA GDD major have a MacBook pro but can access a Mac computer while on campus.

Course Content and Topics

- Background: What are Experience Graphic Design (EGD) and Experience Graphic Design (XGD)?
- Developing context:
 - Examination of the significance of physical and virtual experiences
 - Substantiation of responses by considering meaning, message, impact, innovation, and path within XGD domains
- Design process (defining, research, and ideation for XGD)
- Three-point signage methodology
- Design process (development and selection)
- Design process (implementation and testing)
- Design process (evaluation/reflection)