OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: GD 460	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Design Systems II: Transmedia Solutions
Course Short Title: Design Systems II: Transmedia
(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic + Digital Design

Calendar Description:

Centering on responsible design practice and sustainability principles, students integrate critical thinking, voice, and ideas to develop branded experiences, advertising, and multi-platform solutions to design problems. Projects emphasize visual systems design, audiences, the process of inquiry, and social purpose.

Prerequisites (or NONE):	GD 317 and GD 374.
Corequisites (if applicable, or NONE):	None
Pre/corequisites (if applicable, or NONE):	None

Antirequisite Courses *(Cannot be taken for additional credit.)*
Former course code/number:
Cross-listed with:
Dual-listed with:
Equivalent course(s):
(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.)

Special Topics
This course is offered with different topics:
☒ No ☐ Yes *(Double-click on box to select it as checked.)*

If yes, different lettered courses may be taken for credit:
☐ No ☐ Yes,   repeat(s) ☐ Yes, no limit
(The specific topic will be recorded when offered.)

Transfer Credit
Transfer credit already exists: *(See **bctransferguide.ca**.)*
☒ No ☐ Yes

Submit revised outline for rearticulation:
☐ No ☒ Yes *(If yes, fill in transfer credit form.)*

Typical Structure of Instructional Hours

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**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Grading System
☒ Letter Grades   ☐ Credit/No Credit

Expected Frequency of Course Offerings:
annually
(Every semester, Fall only, annually, every other Fall, etc.)

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:

- Develop a problem definition for a transmedia design project
- Define the context of a project for a brand, organization, or cause
- Compare different types of advertising media channels including conventional and unconventional media, screen-based media and forms, support media, sponsorship, partnerships, and branded environments
- Determine appropriate deliverables to meet the project objectives and target audience
- Articulate a clear and actionable creative brief
- Use a dynamic progression of research, inquiry, experimentation, prototyping, and refinement in the creative process
- Implement ethnographic research methodology
- Develop strategic messaging and positioning
- Apply creative strategies for effective image/copy relationships
- Create human-centered design solutions
- Design a brand experience that integrates the brand essence, tone, and visual identity
- Create a visual system for a multi-platform design solution
- Assess the life cycle, environmental, and physical impacts of different types of media
- Apply sustainability principles in the design of a transmedia solution
- Evaluate the impact of transmedia design solutions on individuals and communities
- Identify cultural implications and the role of the creative practitioner in the creation of culture in transmedia design solutions
- Assess different points of view in relation to a transmedia design project on social justice, accountability, appropriation, responsible design practice, sustainability, indigenization, and colonization

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.)*

Projects, experiential learning, guest lecturers, field trips, and case studies.

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.	Kumar, Vijay	101 Design Methods: A Structured Approach for Driving Innovation in Your Organization	☒	Wiley	2012
2.	Tenderich, Burghardt	Transmedia Branding: Engage Your Audience	☒	USC Annenberg Press	2015
3.	Landa, Robin	Advertising by Design: Generating and Designing Creative Ideas Across Media	☒	Wiley	2016
4.	Helfland, Jessica	Ethnographic Primer	☒	AIGA	2010
5.	Crouch, Christopher and Pearce, Jane	Doing Research in Design	☒	Berg	2012

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

Subscription to Adobe CC, Lynda.com, and access to an Apple computer.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	80%	Field experience:	20%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Week 1
Project 1 Assigned, Creative Brief
What is transmedia design? An introduction to different types of advertising media channels including conventional and unconventional media, screen-based media and forms, support media, sponsorship, partnerships, and branded environments. Defining a transmedia storytelling strategy.
Working with a client – brand, organization, or cause. Developing a creative brief. Defining the problem.
Defining the context of a project for a brand, organization, or cause. Articulating a clear and actionable creative brief.

Week 2
Project 2 Assigned, Strategy and Conceptual Development. Project 1 due.
Presenting a client brief.
Starting the design process.
Transmedia storytelling for branding, marketing, and advocacy. Developing a brand experience that integrates brand essence, tone, and visual identity. Understanding the fundamentals of transmedia storytelling. Developing stories across platforms. Identifying concepts which work in this format.

Week 3 and 4
Project 3 Assigned, Ethnographic Research. Project 2 due.
Audience involvement, participation, cross-cultural communications, and persuasion.
An introduction to ethnography: observing society from the point of view of the subject. Using a human-centered approach and ethnographic research.
Identifying cultural implications and the role of the creative practitioner in the creation of culture in transmedia design solutions
Field research. The process of inquiry as part of the creative process.
   1. Problem definition (from the creative brief)
   2. Identifying the target audience, stakeholders, interactions, users, etc. (meeting the criteria of the brief)
   3. Establishing values, opportunities, questions, and interactions.
   4. Collecting data.
   5. Analyzing data and interpreting data.
   6. Sharing insights.

Week 5
Project 4 Assigned, Sustainability Audit.
Assessing the life cycle, environmental, cultural, and physical impacts of different types of media.
Sustainability and indigenous wisdom: *"Indigenous pre-industrial societies lived sustainably in place for generations, informed by 'slow knowledge' that was place-based and embedded within local cultures"* (Orr 2004; Papanek 1995).
Sustainability principles and responsible graphic design: screens, social media, guerilla marketing, and packaging. Evaluating the impact of transmedia design solutions on individuals, communities, indigenous peoples, and the environment

Week 6
Project 5 Assigned, Developing content. Project 3 due.
Strategic messaging and positioning.
Writing and producing content for different platforms
Applying creative strategies for effective image/copy relationships
Social media and digital technology as applications for ideas
Transmedia deliverables.

Week 7
Project 6 Assigned, Transmedia Solution. Project 4 due.
Designing a conceptual solution. Advertising principles. Producing media content and launching it on social media. Assessing different points of view on social justice, accountability, appropriation, responsible design practice, sustainability, indigenization, and colonization. Experimentation, prototyping, and refinement in the creative process.

Week 8
Pitching ideas and presentations. Developing a slide deck. Project 5 due.

Week 9
Studio tour.

Week 10
Identifying and evaluating the components of effective transmedia campaigns.
Applying a visual system to a multi-platform design solution

Week 11
Rapid prototyping and iteration.

Week 12
Produce content and launch it on social media.

Week 13
Project 6 due: Transmedia Solution presentation.