



ORIGINAL COURSE IMPLEMENTATION DATE: January 2019
 REVISED COURSE IMPLEMENTATION DATE: September 2025
 COURSE TO BE REVIEWED (six years after UEC approval): March 2031
 Course outline form version: 26/01/2024

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 Practice Course Short Title: Transmedia Practice											
Faculty: Faculty of Humanities	Department (or program if no department): Graphic + Digital Design										
Calendar Description: Students integrate critical thinking, voice, and ideas to develop branded experiences across multiple platforms. They focus on generating design outcomes through responsible design practice and sustainability principles, with projects emphasizing visual systems design, audiences, the process of inquiry, and social purpose. 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 policy 207 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" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">40</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">20</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;">Total hours</td> <td style="text-align: center;">60</td> </tr> </table>	Lecture/seminar	40	Tutorials/workshops	20					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	40										
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Total hours	60										
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: No	Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>										
Department approval	Date of meeting: November 27, 2024										
Faculty Council approval	Date of meeting: January 17, 2025										
Undergraduate Education Committee (UEC) approval	Date of meeting: March 28, 2025										

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. Develop a problem definition and context for a transmedia design project.
2. Evaluate media channels to reflect target audience and project goals.
3. Create a clear and actionable creative brief using iterative research and experimentation.
5. Analyze the environmental, cultural, and societal impact of transmedia design.
6. Use a dynamic progression of research, inquiry, experimentation, prototyping, and refinement in the creative process.
7. Synthesize inclusive design solutions that integrates brand essence, tone, visual identity, and user experience.
8. Assess the sustainability, environmental, and physical impacts of different types of media by referencing Indigenous perspectives.

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

Project:	90%	%	%
Assignment:	10%	%	%

Details:

Project 1: 30%

Project 2: 30%

Project 3: 30%

Assignment: 10%

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.)*

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

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.	Online Resource	TCPS2	https://ethics.gc.ca/eng/policy-politique_tcps2-epc2_2022.html	2022
2.	Other	Visocky O'Grady, K. Visocky O'Grady, J.	A designer's research manual	2017
3.	Indigenous knowledge	BC Campus: Biin, D., D. Canada, J. Chenoweth, and Need, L.	Ethical research and indigenous communities	2021
4.	Textbook	Dirk Vis (Author), Florian Cramer (Introduction)	Research for people who think they would rather create	2024
5.	Other	Muratovski, Gjoko	Research for designers, A guide to methods and practice	2022

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

Adobe CC subscription for the course duration at no additional cost as part of the differential tuition fee.

Course Content and Topics

- Introduction to how designers work with research in creative industries.
- Research plan for a visual communication project. Research question and problem definition.
- Research ethics for participatory and ethnographic research. TCPS2 CORE, BC Campus and Indigenous communities
- Transmedia projects (micro to macro). Creating an agile narrative design system to evolve, adapt and drive collaboration.
- Investigate ethnographic research methodology to develop strategic messaging.
- Designing with a transmedia mindset (motion, interaction, sound and texture)
- Creating a highly flexible and dynamic framework – toolbox of typography, design elements, image treatments, and media.
- Consider existing precedents. Conducting secondary research.
- Culture, values and biases.
- Introduction to participatory, field, and socratic research methods.
- Analyzing data and reviewing findings.
- Developing insights to drive concepts and direction.
- Transmedia storytelling across platforms. Implementing best practices for different types of media.
- Designing and presenting a transmedia project.