



ORIGINAL COURSE IMPLEMENTATION DATE: September 2014  
 REVISED COURSE IMPLEMENTATION DATE: September 2015  
 COURSE TO BE REVIEWED: (six years after UEC approval) November 2020  
 Course outline form version: 07/07/14

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<b>Course Code and Number:</b> GD 498		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Directed Study in Graphic Design I																			
<b>Course Short Title (if title exceeds 30 characters):</b> Directed Study in GD I																			
<b>Faculty:</b> Choose an item.		<b>Department (or program if no department):</b>																	
<b>Calendar Description:</b> Demonstrate professional knowledge of visual communication practice by applying a culmination of skills, conceptual abilities, and processes to self-directed capstone projects and/or experiential learning. Students must submit a detailed proposal outlining a project, mentorship, or internship for approval.																			
<b>Prerequisites (or NONE):</b>		9 credits 300-level or higher, including 6 credits of 300-level or higher GD.																	
<b>Corequisites (if applicable, or NONE):</b>																			
<b>Pre/corequisites (if applicable, or NONE):</b>																			
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 60</b> <b>Typical structure of instructional hours:</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr><td>Lecture hours</td><td style="text-align: center;">8</td></tr> <tr><td>Seminars/tutorials/workshops</td><td></td></tr> <tr><td>Laboratory hours</td><td style="text-align: center;">12</td></tr> <tr><td>Field experience hours</td><td style="text-align: center;">12</td></tr> <tr><td>Experiential (practicum, internship, etc.)</td><td></td></tr> <tr><td>Online learning activities</td><td></td></tr> <tr><td>Other contact hours:</td><td style="text-align: center;">28</td></tr> <tr><td style="text-align: right;"><b>Total</b></td><td style="text-align: center;"><b>60</b></td></tr> </table>		Lecture hours	8	Seminars/tutorials/workshops		Laboratory hours	12	Field experience hours	12	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:	28	<b>Total</b>	<b>60</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 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>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>60</b>																		
		<b>Maximum enrolment (for information only): 6</b> <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Each semester on demand																	
<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> July 18, 2014																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> August 29, 2014																	
<b>Faculty Council approval</b>		<b>Date approved:</b> October 10, 2014																	
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> October 10, 2014																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> November 21, 2014																	

**Learning Outcomes**

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

- define professional goals
- identify opportunities and new visual communication projects that support professional goals
- implement a plan, strategy, and schedule for the development of new projects and/or experiential learning (mentorship or internship)
- prepare creative briefs, strategies, and deliverables specific to a specialization (e.g. interactive design, dynamic media, or branding) to industry standards
- demonstrate a culmination of visual communication knowledge, technical skills, design thinking, and professional skills to an industry standard in a professional presentation of project outcomes
- assess visual communications projects and develop comprehensive case studies with evidence-based rationales

**Prior Learning Assessment and Recognition (PLAR)**

Yes       No, PLAR cannot be awarded for this course because it is a capstone course

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

The course will be supported by weekly consultation with the instructor, industry presentations, guest lecturers, and professional development workshops themed around standards of practice, proposal writing, presentation skills, and case study documentation. Industry mentors may be assigned to individuals depending on the focus of the student proposal. Weekly reporting will require documentation online. Field trips will be scheduled as appropriate to support the course learning outcomes

**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.	Taylor, Fig.	<i>How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators</i>	<input type="checkbox"/>	UK: Laurence King	2010
2.	Heller, S. and Teresa Fernandes.	Becoming a Graphic Designer: A Guide to Careers in Design.	<input type="checkbox"/>	John Wiley & Sons	2010
3.			<input type="checkbox"/>		
4.			<input type="checkbox"/>		
5.			<input type="checkbox"/>		

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

Adobe CC

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	0%

**Details of Assignments**

Student proposal: 20%

Mid-term student presentation: 20%

Final student presentation and documented case study: 40%

Participation, reporting, and weekly consultation: 20% (Week 4 through 13, 2% per week)

**Grading system:** Letter Grades:  Credit/No Credit:  Labs to be scheduled independent of lecture hours: Yes  No

**Typical Course Content and Topics**

Weeks 1 to 3: Students will develop a proposal for self-directed projects and/or experiential learning.

Weeks 4 to 7: As per the student proposal.

Week 8: Mid-term student presentations.

Weeks 9 to 12: As per the student proposal.

Week 13: Final student presentation of learning outcomes. Case study documentation of self-directed project and/or experiential learning due.