IDES 380
Visual Communication Studio II

Spring Term 2016 » 6 credits » Pre-requisite: 50 IDES/DSGN credits » Instructor Team:

Course format: 120 hours of classroom instruction plus 60 hours of supervised studio work over 15 weeks.

Required Texts

Stone, Terry Lee. *Managing the Design Process: Concept Development. An Essential Manual for the Working Designer.* Beverly: Rockport Publishers, 2010.

Stone, Terry Lee. *Managing the Design Process: Implementing Design. An Essential Manual for the Working Designer.* Beverly: Rockport Publishers, 2010.

Recommended Texts

Barry, Pete. *The Advertising Concept Book: Think Now, Design Later: A Complete Guide to Creative Ideas, Strategies and Campaigns.* Thames and Hudson, 2010.

Baer, Kim. *Information Design Workbook: Graphic Approaches, Solutions and Inspiration + 30 Case Studies.* Rockport, 2008.

Supplies

Sketchbook, no bigger than 8.5 x 11 inches.

COURSE DESCRIPTION

Using the process modelled in *Visual Communication Studio I*, students collaborate to identify areas of research that could benefit from design thinking expertise. The entire design process from problem identification to final solution is followed and recorded in case studies. Group work is complemented with focused individual study in a choice of visual communication subjects. The course is supported by research conducted in *Design Thinking and Research II*.

COURSE STUDENT LEARNING OUTCOMES

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

- apply design process and combined skills in a variety of visual communication areas;

- define and frame a problem;

- develop a comprehensive, actionable creative brief;

- map and implement a strategic visual communication process;

- create original visual and written content for visual communication solutions;

- work as an integral part of a creative team;

- implement time management systems for the completion of tasks; and

- develop and present comprehensive case studies with evidence–based rationales for visual communication solutions.

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Weekly Schedule

WEEK	DAY 1	DAY 2
1–2 **FOCUS ON PROBLEM(S)**	Introduction to the course structure and delivery, lectures, projects, and concentration streams. Instruction teams and project framework presentation. Lecture: *Defining and Framing a Problem.* Project 1 assigned, due week 3.	Lecture: *Developing an Actionable Creative Brief.* Student groups formed (groups of 3). Research.
3 **GROUP PROPOSALS**	Project 1 due. Group presentations. Introduction of student-led briefs. Deconstruction of student briefs. Examination of research questions. Supporting lecture as necessary. Project 2 assigned, due week 8.	Defining project goals. Constructing an argument. Supporting lecture as necessary. Progress report.
4 **FOCUS ON STRATEGY**	Task identification. Identifying team and individual strengths. Mapping of workflow. Supporting lecture as necessary. Problem solving strategies.	Strategic direction (group and individual). Research: Concept maps. Assigning project deliverables and faculty mentor. Contributing to your team.
5–7 **THE DESIGN PROCESS**	Group work. Supporting lecture as necessary. Initiating discussion and debate. Developing style and voice in visual communication solutions. Creating original content and using research as a tool.	Studio work on deliverables. Weekly progress reports.

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Weekly Schedule continued

8 **FOCUS ON PROBLEM(S)**	Project 2 due. Group presentations. Individual interim evaluation. Supporting lecture as necessary.	Feedback discussions. Assessing project goals. Developing a case study. Project 3 assigned, due week 9.
9 **FOCUS ON STRATEGY**	Time management. Review workflow and critical path. Supporting lecture as necessary. Problem solving strategies.	Project 3 due: Group presentations. Assessing the strategic direction (group and individual). Assigning project deliverables and faculty mentor. Project 4 assigned, due week 15.
10–14 **THE DESIGN PROCESS**	Group work. Supporting lectures and skill development workshops as necessary. Creating robust solutions.	Studio work on deliverables. Weekly progress reports.
15 **PRESENTATION AND SELF-REFLECTION**	Project 4 due. Finalizing group presentations. Developing evidence–based rationales.	Presentation of comprehensive case studies with visual communication solutions. Self-reflection on participation in course.

ASSIGNMENTS

Students write and produce deliverables for two creative briefs. Examples of deliverables include identities, websites, print and digital publications, guerilla campaigns, advertising, corporate communications, information design, environmental design, and wayfinding. Students work in their choice of visual communication areas.

EVALUATION PROFILE

Project 1	15%
Project 2	30%
Project 3	10%
Project 4	30%
Participation	15%
Term total	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84

Good **B+** 77–79 **B** 73–76 **B-** 70–72

Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62

Minimal Pass **D** 50–59

Fail **F** 0–49

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Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.

- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.

- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.

- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.

- Enter the field as visual communication professionals.

- Apply visual communication expertise for societal and environmental benefit.

- Work collaboratively with other disciplines in business, industry, and the broader community.

- Recognize the importance of life-long learning and responsiveness to change.

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ATTENDANCE / PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY / PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING / PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS / POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.