



# CAPILANO UNIVERSITY

COURSE OUTLINE			
<b>TERM:</b> Fall 2020		<b>COURSE NO:</b> IDES 243	
<b>INSTRUCTOR:</b>		<b>COURSE TITLE:</b> Design Studio I	
<b>OFFICE:</b>	<b>LOCAL:</b>	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3.0
<b>E-MAIL:</b>			
<b>OFFICE HOURS:</b>			
<b>COURSE WEBSITE:</b>			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

## COURSE FORMAT

60 hours classroom instruction + 30 hours supervised studio work over 15 weeks.

## COURSE PREREQUISITES

None.

## CALENDAR DESCRIPTION

This course introduces students to the fields of communication design, information design, and advertising, and to the role of design in business and marketing. Students understand the design process by analyzing design problems, working through creative briefs, creating appropriate design solutions, and developing rationales. Instruction in design-related software supports the course.

## REQUIRED TEXTS AND/OR RESOURCES

None.

Details on recommended texts and readings, if any, will be supplied by the instructor.

## COURSE STUDENT LEARNING OUTCOMES

**On successful completion of this course, students will be able to do the following:**

- define the role of the designer in the context of problem solving;
- define the purpose of a creative brief;
- describe the design process for the development of visual communication solutions;
- create ideas, concepts, strategies, and content for graphic design and advertising briefs;
- create design solutions that are relevant to the target audience;
- demonstrate an understanding of visual and typographic hierarchy for print and digital media;
- outline and present key points of a project rationale; and
- use design-related software and its image-making and typographic tools to an intermediate level.

**COURSE CONTENT**

<b>Week</b>	<b>Content/Lecture</b>	<b>Assignments</b>	<b>Due</b>
Week 1	Lecture: Target audience, creative brief & design rationale Layouts and grids: creating page layouts	1. Annual or Community Report	Week 6
Week 2	Lecture: Design process for annual/community reports & corporate brochures General layout tips & samples		
Week 3	Lecture: Introduction to information design & writing design rationales. Illustrator workshop Workshop: Copyright with Librarian		
Week 4	Review of incremental work with instructor Guest Speaker: Spicers Printing Paper Basics / Rep TBA		
Week 5	Review of incremental work with instructor Field trip: Pacific Bindery		
Week 6	Lecture: How an ad agency works; writing a brief; product campaign; package design for beverages Critique: Assignment 1	2. Beverage Packaging and Brand Promotion	Week 11
Week 7	Lecture: Promotional campaigns for beverages Guest Speaker: TBA		
Week 8	Lecture: Creative techniques/visual puns; advertising ethics Review of concepts and art direction approaches		
Week 9	Lectures: Experiential Marketing Campaigns Guerilla & Social Engagement		
Week 10	Review of incremental work with instructor Guest Speaker: Advertising photographer		

Week	Content/Lecture	Assignments	Due
Week 11	Lecture: Social Cause campaigns and guerilla advertising Critique: Assignment 2	3. Social Cause Campaign	Week 15
Week 12	Lecture: Art direction and collaboration; radio & television campaign methodology Guest Speaker: Social cause advertising specialist		
Week 13	Review of incremental work with instructor Guest Speaker: Canopy: Transforming Business for Our Planet		
Week 14	Review of incremental work with instructor		
Week 15	Critique: Assignment 3 Project review & refinement for portfolio		

**EVALUATION PROFILE**

1. Annual/Community Report	25%
2. Product/Service Ad Campaign	35%
3. Social Cause Campaign	25%
Participation	15%
Total	100%

**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.

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

If a 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 have been made with the instructor.

**Missed Exams/Quizzes/Tests etc.**

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

**Attendance**

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant by email if a class will be missed.

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices**

Students may use electronic devices during class time for course-related purposes only.

**On-line Communication**

Instructors and students should communicate using their official Capilano University addresses.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

## **PROGRAM OPERATIONAL DETAILS**

### **Punctuality/Penalties for Lateness**

Punctuality is essential. Students more than 15 minutes late for class, or students who leave early without instructor permission, risk being marked absent.

### **Professional Behaviour**

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors. Reliability, a willingness to work cooperatively under sometimes difficult conditions, and a determination to achieve quality work to deadlines are all expected. Students must respect equipment and procedures, and should be receptive to constructive criticism of their work.