

DSGN 460

Professional Development II

Spring Term 2017 » 3 credits » Pre-requisite: 75 IDES/DSGN credits » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 4 weeks.

Recommended Texts

Landa, Robin. *Graphic Design Solutions*. 4th Ed. Wadsworth, 2011.

Taylor, Fig. *How to Create a Portfolio and Get Hired: A Guide for Graphic Designers and Illustrators*. UK: Laurence King, 2010.

Myers, Debbie R. *The Graphic Designer's Guide to Portfolio Design*. 2nd Ed. John Wiley and Sons, 2009.

Rowe, R., Gary Will and Harold Linton. *Graphic Design Portfolio Strategies for Print and Digital Media*. Prentice Hall, 2009.

Heller, S. and Teresa Fernandes. *Becoming a Graphic Designer: A Guide to Careers in Design*. 4th Ed. John Wiley and Sons, 2010.

COURSE DESCRIPTION

This intensive course provides students with the opportunity to demonstrate a culmination of four years of knowledge, skills, and professional development. It includes two capstone projects: building a professional portfolio and presenting and participating in a graduation exhibition. Workshops in event management, campaign integration, studio photography, presentation skills, and exhibit design support the course.

COURSE LEARNING OUTCOMES

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

- compile a professional portfolio (static and dynamic versions);
- develop a personal website;
- present their portfolio digitally and in person;
- design a personal exhibit as part of a group exhibition;
- complete group and individual tasks to a professional standard;
- professionally light and photograph 2-D and 3-D work for portfolio and exhibit;
- organize, manage, and implement a professional event; and
- demonstrate professional abilities in their chosen discipline to an industry standard.

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Weekly Schedule

WEEK 1

Course expectations and list of deliverables.
Planning and preparation for graduation exhibition event: promotional teams assembled.
Workshops: exhibit design; studio photography; maintaining websites; production for large format output.
Portfolio completion and final website development begins.
Posted schedule of tasks must be completed by all students.

WEEKS 2-3

Portfolio, website, and optional self-promotional material completion.
Promotional activities scheduled and completed.
Review of above material by end of week 3.
Workshops: portfolio presentation to industry; interview techniques.
Graduation exhibition development begins.
Posted schedule of tasks must be completed by all students.

WEEK 4

Industry assessment of portfolio and presentation skills (assessment measure).
Students present portfolios to industry representatives and are formally evaluated on meeting industry-ready standards for visual communication projects.
Graduation exhibition.

EVALUATION PROFILE: CREDIT / NO CREDIT

It is not possible to receive credit for this course without successfully completing:

1. Personal portfolio in static and dynamic versions.
 2. Industry assessment of portfolio and presentation skills (rubric).
 3. Personal promotional website.
 4. Graduation exhibition.
 5. Contribution towards event promotion.
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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.

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

Misssed 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.