

DSGN 122

Creative Thinking for Designers

Spring Term 2018 » 3 credits » No prerequisites » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Recommended Text

Wheeler, Alina. *Designing Brand Identity*. Hoboken: Wiley, 4th Ed., 2012. (new edition imminent)

Recommended Video

Marty Neumeier's *Innovation Workshop: Brand Strategy + Design Thinking = Transformation*. DVD, 2009

COURSE DESCRIPTION

This course focuses on idea generation and big picture thinking, and the themes of “design for good” and “sustainable design.” Students work collaboratively with other areas of the University and/or the community to solve problems using creative thinking techniques. Ways in which audiences interact with information are identified and related to visual communication problem solving.

COURSE STUDENT LEARNING OUTCOMES

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

- create volumes of ideas, and distinguish good ideas from mediocre ideas;
- develop strategies for creative problem solving;
- work in collaborative team environments;
- identify sustainable design solutions as they apply to social, environmental, cultural, and economic contexts;
- understand how audience behaviours can drive design decisions; and
- understand the functions of creative briefs and project rationales.

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Weekly Schedule

WEEK 1

Introduction to course; review of course content, assignments and expectations.

Morning lecture: *Agencies*.

- How advertising and design agencies are structured
- Creative process from brief to client presentation
- Agency hierarchy and where creative people fit in
- How creative teams work
- Developing a strategic direction

In-class exercise: Class members are assigned agency roles and work as a team to simulate a project moving through an agency to gain an understanding of how briefs, strategy, and ideas are developed and sold to clients.

WEEK 2

Morning lecture: *Strategy recognition*.

In-class exercise (due 11:30 same day): Decoding advertising strategy.

Afternoon lecture: *How to boost your creativity: Brainstorming techniques*.

Project 1: (due 4:00 p.m. same day): Visual Simile and Metaphor.

WEEK 3

Review of Project 1.

Morning lecture: *How to boost your creativity: Brainstorming techniques continued*.

Project 2: (due 4:00 p.m. same day): Economist Campaign.

WEEK 4

Review of Project 2.

Morning lecture: *Working with clients*.

In-class exercise: Interview a senior at Silver Harbour to discover a life lesson.

Project 3: (due week 7, 9:00 a.m.): Social Cause Project.

WEEK 5

Morning lecture: *Poster Design*.

In-class work on project 3: concept generation, editing, and feedback.

WEEK 6

In-class work on project 3: editing and feedback.

WEEK 7

Project 3 due.

Morning lecture: *Target markets and understanding perspective*.

In-class exercise: Achieve a series of set objectives with restricted mobility.

Presentations to Silver Harbour clients 11:30 a.m.

Project 4: (due week 9, 9:00 a.m.): Disability Campaign.

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Weekly Schedule continued

WEEK 8

In-class work on projects 3: concept generation, editing, and feedback.

WEEK 9

Project 4 due.

Guest speaker will lead class through yoga and meditation session.

Project 5: (due week 12, 9:00 a.m.): Mental Health Campaign.

WEEK 10

In-class work on project 5: concept generation, editing, and feedback.

WEEK 11

In-class work on project 5: concept generation, editing, and feedback.

WEEK 12

Project 6 due.

In-class exercise: Brainstorming around a theme.

Project 6: (due week 14, 1:00 p.m.): One Hundred Poster.

WEEK 13

Review of Project 6.

In-class work on project 6: concept generation, editing, and feedback.

WEEK 14

Morning: In-class work on project 6.

Project 6 due 1:00 p.m.

Afternoon: Review of Project 6.

WEEK 15

IDEA Talks.

EVALUATION PROFILE

Project 1	10%
Project 2	10%
Project 3	20%
Project 4	15%
Project 5	15%
Project 6	15%
Participation	15%
Term total	100%

GRADING PROFILE

<i>Excellent</i> A+ 90-100 A 85-89 A- 80-84
<i>Good</i> B+ 77-79 B 73-76 B- 70-72
<i>Satisfactory</i> C+ 67-69 C 63-66 C- 60-62
<i>Minimal Pass</i> D 50-59
<i>Fail</i> F 0-49

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. If the instructor uses a different late assignment policy, this will be printed on the course outline.

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

Students should familiarize themselves with the University policy *Cheating and Plagiarism*. Such behaviour can result in suspension from the University. See *University Policies* below.

INCOMPLETE GRADES

If a student believes an exceptional circumstance prevents course completion in the assigned timeframe, he/she may petition the instructor for an incomplete or "I" grade prior to the project due date. 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 reflect the uncompleted work. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

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.