

DSGN 320

Professional Development I

Spring Term 2017 » 3 credits » Pre-requisite: 50 IDES/DSGN credits » Team taught

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

Recommended Texts

As discussed in class.

COURSE DESCRIPTION

Students work on developing personal branding and self-promotional materials, and will be paired with industry mentors to undertake comprehensive design, illustration, or interactive projects. The emphasis will be on creating exceptional work with distinctive concepts. The mentor project process will include defining communications objectives and strategy; in-depth research and consultation; analysis of the target audience; development of appropriate content; and a professional presentation.

COURSE STUDENT LEARNING OUTCOMES

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

- develop self-promotion strategies and personal marketing materials;
- define a communications strategy for a mentorship project;
- develop projects to industry-appropriate standards set by mentors;
- demonstrate effective conceptual thinking and concept development;
- communicate professionally with industry mentors;
- work to a standard of excellence; and
- undertake self-assessment of finished work.

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PROJECT OPTIONS

Projects will be assigned by mentors after a discussion with the student.

Note: due dates for mentor project (except final due date) are guidelines to accommodate mentor availability. Students are responsible for establishing a schedule with mentors, based on the phases recommended in the brief. Regular contact with industry mentors is vital for a successful outcome. Regular meetings will take place between students and instructors to discuss progress and provide advice.

WEEK 1

Course overview.

Lecture/Discussions: *Career paths and defining your essence.*

Project 1: Self promotional strategy, collateral, and online presence. Due week 6.

Personal SWOT analysis and brand statement due week 2.

WEEK 2

Defining appropriate self-promotional collateral relevant to your career path.

Project 1 proposals: in-class discussion and instructor approval on direction.

WEEK 3

Guest speaker: Working with mentors – challenges and expectations.

Discussion: *Mentored project opportunities.*

Studio work on project 1.

WEEK 4

Project 1: small group discussions.

Lecture: *The role of the professional art director/designer/illustrator, project management and the creative process.*

Mentors assigned; initial meetings arranged.

WEEK 5

Project 1: interim critique.

WEEK 6

Project 1 due.

WEEK 7–12

Classroom meetings with instructor weekly and regular off-site meetings with mentor; process work discussed.

Note: process work (Phases 1–4) is worth 35% of the course grade. See Evaluation Profile.

WEEK 13

Class critique of final solution in preparation for mentor presentation.

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WEEK 14

Presentation of final solution to mentor.
 Report on mentorship experience, including self-assessment.
 Submit all work via PDF to both mentor and instructor.

WEEK 15

Review.

ASSESSMENT NOTE

Mentors will assess the final project using a 1-5 scale (1-2 below expectations, 3 meets expectations, 4 exceeds expectations, 5 exceptional) on the following criteria:

- Meets communication objectives of brief
- Original distinctive solution
- Typographic and layout proficiency (as applicable)
- Image making proficiency (as applicable)
- Professionalism in verbal and written communications with mentor

This assessment will not affect the final course grade.

EVALUATION PROFILE

Project 1: Self promotional materials	25%
Mentor: Phase 1 (research)	5%
Mentor: Phase 2 (ideation)	10%
Mentor: Phase 3 (refinement)	10%
Mentor: Phase 4 (presentation)	10%
Mentor: Phase 5 (final solution)	20%
Mentor: Phase 6 (report)	5%
Participation	15%
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.

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.

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.