

IDES 243

Design Studio I

Fall Term 2014 » 3 credits » Co-requisite: IDES 211 » Instructor:

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

Required Text

Cohen, Sandee. *InDesign CS6: Visual Quickstart Guide*. Berkeley, California: Peachpit Press, 2012.

Recommended Texts

Ambrose, Gavin. *The Fundamentals of Graphic Design*. AVA/Academia, 2009.

Lupton, Ellen, ed. *Graphic Design Thinking: Beyond Brainstorming*. Princeton Architectural Press, 2011.

Recommended Readings

Available in the Capilano University Library as electronic resources:

Ambrose, Gavin and Paul Harris. *Basics Design Series*. New York: AVA/Academia, 2005-10.

COURSE 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.

COURSE STUDENT LEARNING OUTCOMES

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

- 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.

IDES 243

Design Studio I

Weekly Schedule

WEEK 1

Working with images and words: compositional relationships; colour; information hierarchy.

How to start a design project: the creative brief – communication objectives and target audience; concept development using design methodology; brainstorming; research; thumbnails.

Introduction to zines (inexpensive, short-run magazines): choosing topics; the creative brief; using concept maps.

Project 1 assigned: zine. Due week 4.

WEEK 2

Layouts and grids: creating page layouts.

How to manage a design project: using online tools to organize and develop projects.

Project 1 in-class work: page assignments; colour palette; themes; layouts.

Software instruction: online tools.

WEEK 3

Zine production.

How to write a rationale.

Software instruction: zine page assembly.

WEEK 4

Project 1 due.

Poster design: methodology for conceptual solutions.

Understanding relationships between people and their environments.

Project 2 assigned: promotional poster. Due week 7.

WEEK 5

Peer review of poster ideas.

Project 2 in-class work: layouts for final solution.

Develop concepts, image content, and typography.

Software instruction: image and type assembly.

WEEK 7

Project 2 due.

Defining information design.

Different media for different audiences.

Research and content development.

Framing problems and defining a subject within a system: social; historical; information; instructional.

Project 3 assigned: concept map. Due week 10.

IDES 243 Design Studio I

Weekly Schedule continued

WEEK 8

Project 3 in-class work: research and content development.
Software instruction: large format output.

WEEK 9

Peer review of information design layouts.
Project 3 in-class work: layouts for final solution; development of image content, style, layout, and typography.

WEEK 10

Project 3 due.
Framing problems.
Using research to develop a concept.
Defining the project focus, objective, theme, audiences, emotional, and physical requirements.
Developing an actionable creative brief.
Project 4 assigned: information design. Due week 15.

WEEKS 11 – 14

Defining the project deliverables.
Using research to inform the solution.
Developing visual and written content.
Designing the solution and creating prototypes.
Working with visual and typographic hierarchy for print and digital media.

WEEK 15

Project 4 due.

EVALUATION PROFILE

Project 1	20%
Project 2	20%
Project 3	20%
Project 4	25%
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.

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.