



CAPILANO UNIVERSITY

COURSE OUTLINE			
TERM: Spring 2026		COURSE NO: IDES 382	
INSTRUCTOR:		COURSE TITLE: Visual Communication Studio II: Branding Concentration	
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 6.0
E-MAIL:			
OFFICE HOURS:			

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səlilwətał (Tseil-Waututh), shíshálh (Sechelt), Skwxwú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

COURSE FORMAT

12 hours of class time for a 15-week semester. May be offered in mixed-mode format.

COURSE PREREQUISITES

50 IDES/DSGN credits

CALENDAR DESCRIPTION

This course introduces a variety of creative briefs in the field of visual communication, with a focus on branding for project deliverables. Projects are longer and more in-depth than in Visual Communication Studio I. Briefs are written to allow students to practice and refine their craft, and to form the basis of potential portfolio projects. Students work individually and in groups to deconstruct the briefs, apply research, identify tasks, map workflow, explore and define problem-solving strategies, and build solutions.

REQUIRED TEXTS AND/OR RESOURCES

None.

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

COURSE STUDENT LEARNING OUTCOMES

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

- Create brand expressions that prioritize conceptual thinking, storytelling, and audience engagement across platforms.
- Apply brand strategy to define an organization's market position and communicate brand stories with clarity and originality.

- Create sustainable visual communication solutions that address societal and environmental challenges while respecting diverse cultures.
- Demonstrate proficiency with industry-standard tools, technologies and time management strategies.
- Apply an iterative creative process to support original idea generation.
- Demonstrate professional conduct in collaborative work with peers, creative teams, and industry partners.
- Develop an entrepreneurial mindset to sustain professional practice.
- Engage in cultural immersion to reflect on diverse perspectives that shape visual communication.
- Compare global industry practices and processes through immersive exploration.
- Critically evaluate the ethical, professional, and environmental implications of AI in creative industries to ensure responsible practice.
- Demonstrate the appropriate use of AI to expand ideas and enhance productivity while preserving originality.

COURSE CONTENT

Students should expect to spend at least 16 hours/per week on course readings, weekly in-class learning activities, collaborative projects, or assignments.

Students must complete 5 projects to earn course credits. Those in branding, illustration, or interactive must complete at least 2 projects in their concentration. Interdisciplinary students may select any 5 non-overlapping projects. The remaining projects are the student's choice, provided there are no scheduling conflicts.

Weeks	Content/Lecture	Projects	Due
Week 1 -4	4-week project (4 days)	4.1 Branding or 4.2 Illustration	Week 5
Week 1 -4	4-week project (4 days)	4.3, Interactive or 4.4, Interdisciplinary	Week 5
Week 5 -9	5-week project (5 days)	5.1, Social Media Campaign (Branding) or 5.2, Stories in Motion (Illustration)	Week 10
Week 5 -9	5-week project (5 days)	5.3, Interdisciplinary or 5.4, Interactive	Week 10

Weeks	Content/Lecture	Projects	Due
Week 10 -14	5-week project (10 days)	6.1, Branding+Interactive or 6.2, Illustration+Branding	Week 15
Week 15	Third Year Portfolio Reviews (schedule TBA)		

EVALUATION PROFILE

Projects 4.1-4.4 (2@11% each)	22%
Projects 5.1-5.4 (2@15% each)	30%
Projects 6.1-6.2	33%
Participation (2%, project series 4; 3%, project series 5; 5%, project series 6)	15%
Total	100%

This course consists of several assignments. No one assignment will be valued at more than 35% of the final grade.

Participation & Professionalism

Students will be evaluated on their active participation and engagement at 1% per class or to a maximum of 15% of the course grade. The evaluation criteria for participation will be determined by the instructor and cannot be solely based on attendance.

Participation and professionalism can be demonstrated during synchronous (live) and asynchronous (self-paced) classes through clear verbal and written communication, peer support, giving and receiving critique, sharing work-in-progress, reflection, and ongoing curiosity about the subject matter.

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

All late assignments will receive a penalty of a 20% deduction for each period of 1 to 7 days that an assignment is late.

Missed Exams/Quizzes/Labs 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. Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without permission from the instructor may fail the course. At the discretion of the instructor, students may be marked absent for arriving more than 15 minutes late, leaving class early without permission or turning webcams off for extended periods of time.

Students are responsible for:

- Informing the instructor and division assistant in writing, if a class will be missed.
- Maintaining assignment due dates.
- Obtaining any missed class materials from their peers. It is not the instructor's responsibility to provide students with instruction that was missed during class time.

English Usage

Students are expected to proofread all written work for 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 for course-related purposes only, unless they have a documented accommodation requirement from Accessibility Services. Use of the internet, social media or e-mail during class is limited to program-related work.

On-line Communication

Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

Instructors will be available during their office hours to support student learning and will communicate with students using their official Capilano University email or MS Teams. Students and instructors are encouraged to respond to online communications within 2 business days.

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-services/>

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 Policy and B.401.1 Sexual Violence 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.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

Refer to the following IDEA School of Design policies:

- Academic Performance policy
- Student Code of Conduct
- Plagiarism Policy
- AI Policy