Bachelor of Applied Design in Graphic Design

DEGREE PROGRAM

LaSalle College Vancouver

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8	QUARTER 9	QUARTER 10	QUARTER 11	QUARTER 12
FND110 Drawing	BGD100 Concept Development	BGD110 Graphic Stylization and Symbols	BGD212 Electronic Design	BGD200 Corporate Identity	BGD210 Conceptual Illustration	BGD300 Portfolio I	BGD301 Professional Practices	BGD311 Art Direction	BGD412 Advanced Design Studio	BGD422 Publication Design	BGD432 Senior Project
FND112 Fundamentals of Design	BGD120 Typography	BGD150 Design Thinking	BGD220 Advanced Typography	BGD202 Advertising	BGD312 Design Studio	BGD314 Digital Photography	BGD320 Experimental Typography	BGD324 Packaging Design	ELGD250 Studio Elective	BGD450 Information Design	BGD490 Senior Portfolio
FND114 Digital Imaging	BGD130 Digital Illustration	BGD214 Digital Imaging II	BGD224 Production Procedures	WIM110 Web Development	WIM200 UX/UI Design	ELGD150 Studio Elective	WIM250 Introduction to Scripting Languages	WIM300 Computer Animation for Multimedia	ELGD300 Studio Elective	ELGD350 Studio Elective	
FND115 Colour Theory	SUS100 Fundamentals of Sustainable Design	WIM100 Fundamentals of User-Centred Design	COM100 Speech Communications	SUS200 Principles of Sustainable Design	ELGD100 Studio Elective	BGD302 Green Campaign	SUS300 Sustainable Design Standards	ELGD200 Studio Elective	BGD402 Environmental Design	CAP499 Capstone	WIM400 Advanced Web Development
ENG101 Rhetoric and Composition	ART102 History of Art in Early Civilizations	ENG103 Academic Writing	PHL101 Critical Thinking	MTH100 Mathematics or MTH102 Research Methodologies	ART110 History and Analysis of Design	ELS101 Liberal Studies Elective	ELS201 Liberal Studies Elective	ELS202 Liberal Studies Elective	ELS301 Liberal Studies Elective	ELS401 Liberal Studies Elective	SUS400 Sustainable Design Leadership

27 Design Core and Professional Practices Courses — 84 credits

\+ 7 UX/UI Design and Interactive Media Courses — 21 credits

\+ 7 Sustainable Design Courses — 21 credits

\+ 6 Studio Elective Courses — 18 credits

\+ 12 Liberal Studies Courses — 36 credits

= TOTAL 180 CREDITS

LCI EDUCATION NETWORK MEMBER

Bachelor of Applied Design in Graphic Design

COURSE DESCRIPTIONS

QUARTER 1

FND110 DRAWING (3 CREDITS)
This is a fundamental drawing course in which students will explore various methods of applying line, shape, form, shading, proportion, framing and perspective to develop drawings that communicate reality and imagination.
Prerequisite: None

FND112 FUNDAMENTALS OF DESIGN (3 CREDITS)
Students will explore, identify, and implement basic visual design principles and elements. Concept development processes and material manipulation will be used in combination with design principles to create effective and appropriate visual compositions.
Prerequisite: None

FND114 DIGITAL IMAGING (3 CREDITS)
Students develop basic image manipulation skills in a raster-based computer environment.
Prerequisite: None

FND115 COLOUR THEORY (3 CREDITS)
The creative process is introduced using the visual elements of additive and subtractive colour and the basic principles of design. This course explores theories regarding physical perception, psychology, and design aspects of colour. A variety of concepts, materials and techniques are used in class to investigate the aesthetic and psychological principles of design and colour.
Prerequisite: None

ENG101 RHETORIC AND COMPOSITION (3 CREDITS)
Students will enhance their oral and written communication practices through focusing on the critical art of reading, writing, reflection, and discussion. They will develop the knowledge and skills to state, develop, organize, and support an argument or position. They will also utilize rhetoric, composition, and informal logic of the English Language in assignments.
Prerequisite: None

QUARTER 2

BGD100 CONCEPT DEVELOPMENT (3 CREDITS)
This course emphasizes the conceptualization processes of art and design in determining solutions to course assignments. Students use creative problem solving and research techniques, specifically problem identification, analysis, brainstorming, and idea refinement. They will also produce material which will support portfolio quality projects throughout their study.
Prerequisites: FND110 and FND112

BGD120 TYPOGRAPHY (3 CREDITS)
This course is an introduction to the history of the evolution and application of typography for the perception of meaning, intention, and personality of the written word. Students also explore the use of Illustrator as a design and typesetting tool.
Prerequisite: None
Corequisite: BGD130

BGD130 DIGITAL ILLUSTRATION (3 CREDITS)
This course helps students communicate and design with the computer as a professional tool. Using different software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.
Prerequisite: None
Corequisite: BGD120

SUS100 FUNDAMENTALS OF SUSTAINABLE DESIGN (3 CREDITS)
Students will learn about the fundamentals and key topics associated with social, economic, and ecological sustainability ranging from microcosm, or the design of small objects to macrocosm, the design of buildings, cities, and the earth's physical surface. As a concept, sustainable design is growing across various fields and standards are emerging in fashion, interior, industrial, graphic, landscape, engineering, and architectural design. This course will provide an overview of sustainable movements across a variety of fields and provide insight into emerging practices, standards, and associations.
Prerequisite: None

ART102 HISTORY OF ART IN EARLY CIVILIZATIONS (3 CREDITS)
Students will explore the history of art from the Prehistoric and Tribal periods through to the Baroque Age. They will focus on select concepts, artists, works, and styles of these periods using a variety of resources including images, videos, and reference material.
Prerequisite: None

QUARTER 3

BGD110 GRAPHIC STYLIZATION AND SYMBOLS (3 CREDITS)
This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will then be utilized to create individual logo designs and other symbolic images.
Prerequisites: FND110 and FND112

BGD150 DESIGN THINKING (3 CREDITS)
This course will enable students to use design thinking methodology to assess problems and challenges, discover and use relevant data, develop design solutions, and prototypes for usability testing. Students will learn to critically assess the processes, outcomes, and effects of design engagement.
Prerequisite: SUS100

BGD214 DIGITAL IMAGING II (3 CREDITS)
This course builds upon previous courses to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Students will create visual messages and focused visual statements and gain an understanding of the differences in web and print graphics.
Prerequisite: FND114

WIM100 FUNDAMENTALS OF USER-CENTRED DESIGN (3 CREDITS)
This course will introduce students to User Experience / User Interface (UX/UI) Design based on user-centred design principles.
Prerequisite: None

ENG103 ACADEMIC WRITING (3 CREDITS)
Students will develop academic writing capabilities necessary for success in post-secondary education and professional settings. They will focus on how to craft the best form of expression for specific audiences and purposes.
Prerequisite: ENG101

QUARTER 4

BGD212 ELECTRONIC DESIGN (3 CREDITS)
This course explores various means of indicating, placing and manipulating visual elements in page design and multi-page design. Students systematically develop strong and creative layout solutions by means of a cumulative, conceptual design process. Participants also develop the ability to effectively integrate photographs, illustrations, display, and text type will be developed using page composition software.
Prerequisite: FND114
Corequisite: BGD220

BGD220 ADVANCED TYPOGRAPHY (3 CREDITS)
This course is a continuation of the study of Typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem-solving solutions will also be examined with an emphasis on creative techniques. Industry-driven software will be used in the development of digital typography and hierarchal skills.
Prerequisite: BGD120
Corequisite: BGD212

BGD224 PRODUCTION PROCEDURES (3 CREDITS)
The course is designed to help students become proficient in designing and preparing various graphic materials for digital production via new printing technologies, submission to newspapers or magazines, large format signage, and traditional four-, five-, and six-colour presses. Traditional reproduction techniques will be explored, including paste-up techniques, line camera and basic principles/ratios, line screens, and how these relate to bitmap resampling and image/file exporting. Theory and techniques will be explored through lecture/tutorial series and put into practice through a series of project assignments designed to exercise both student understanding of techniques and design creativity.
Prerequisite: FND114

COM100 SPEECH COMMUNICATIONS (3 CREDITS)
Students develop basic oral communication and presentation skills with an emphasis on conducting responsible research and composing coherent messages adapted to a specific audience and situation. Students also develop critical thinking and listening skills, as well as ethical communication behaviours.
Prerequisite: None

PHL101 CRITICAL THINKING (3 CREDITS)
Students learn to identify and develop skills, processes, and techniques to become effective learners. They will analyze and evaluate ideas and theories, as well as learn to apply creative and critical techniques to problem solve, make decisions, and evaluate the media.
Prerequisite: None

QUARTER 5

BGD200 CORPORATE IDENTITY (3 CREDITS)
This course will explore the role of design in a corporate identity program. Participants develop skills to analyze corporate objectives and apply practical applications. These applications will be part of a structured corporate image system. While the course focuses on corporate identity and its function, logo development is also explored with other business communication solutions.
Prerequisites: BGD100, BGD120 and BGD130

BGD202 ADVERTISING (3 CREDITS)
The course material, embedded in the principles of design, typography, and colour, presents diverse advertising theories in relation to targeted audiences, language, and stresses attention to detail, deadlines, and professional presentation. Through a variety of case studies, the course analyses the business of advertising and the business ethics. Students will create multi-platform advertising campaigns and learn about the theories, methods, and strategies for effectively selling a product and explore product concepts, price, promotion, and distribution as they relate to advertising. Lectures include a review of the history of advertising, multi-platform advertising campaigns, experimental approaches in advertising, current trends in advertising, consumer-created advertising, and advertising through social media.
Prerequisite: None

WIM110 WEB DEVELOPMENT (3 CREDITS)
Students will learn to create effective websites with maximum browser compatibility utilizing authoring software. Students will learn how to apply their skills to construct a commercial website with Web accessibility. Students will also learn advanced HTML and CSS.
Prerequisite: None

SUS200 PRINCIPLES OF SUSTAINABLE DESIGN (3 CREDITS)
Students will build upon the knowledge gained in previous courses and investigate what components encompass a green audit. Topics covered will include air and environmental quality, properties of finishes used, by-products of the manufacturing process, ecoconscious printing processes, resource and waste management/recycled content, recyclability, end of usable life, assembly/ease of disassembly, modularity/flexibility and education and interpretation.
Prerequisite: SUS100

MTH100 MATHEMATICS (3 CREDITS)
Students will develop a basic understanding of the use of mathematics in the real-world, with specific emphasis on solvin problems encountered in digital media applications. They will use set theory, logic, number systems, algebra, geometry, trigonometry, measurement, functions, the mathematical language of digital computing, and problem-solving techniques in their assignments.
Prerequisite: None

or

MTH102 RESEARCH METHODOLOGIES (3 CREDITS)
Students will explore user-centered and participatory research techniques for human-centred design in developing an ability to conduct insightful qualitative and quantitative research based on scientific and responsible design principles. They will examine how to use data collection resources including library, Internet, journals, government sources and trend reports. Students will formulate questions and execute a range of primary and secondary research processes aimed at achieving strategic objectives.
Prerequisite: None

QUARTER 6

BGD210 CONCEPTUAL ILLUSTRATION (3 CREDITS)
Building upon the concepts, skills and theoretical backdrop of the Digital Illustration course, this course expands the philosophy behind illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. It also highlights the uses of illustration in the graphic design industry. Assignments will focus on black and white and colour techniques, using contrast, values, composition, and function.
Prerequisites: BGD100, BGD110, and BGD130

BGD312 DESIGN STUDIO (3 CREDITS)
This is a major portfolio course that will introduce students to the electronic preparation of material for production. Key multi-page print and dimensional projects allow for exploration of conceptual approaches, typography, illustration, image reproduction and manipulation, colour approaches, trapping procedures, bindery, and finishing techniques. The instructor will act as a mentoring role and help guide students through various creative processes. Particular emphasis will be placed on developing strong concepts appropriate to client needs, attention to detail, design consistency and time management. Through critique, students will learn and express their creative methods and cognitive processes.
Prerequisite: BGD212 and BGD224

QUARTER 7

BGD300 PORTFOLIO I (3 CREDITS)
A primary emphasis of this course is the electronic and physical preparation of material for production. Typesetting, pagination, image reproduction, colour specifications, trapping procedures, binding, and finishing techniques will be explored. Students will select a major project in design or illustration and develop a "junior project" throughout the duration of the course. They will engage in individual research culminating in a statement of their philosophy of conceptual development and problem solving as it relates to the development of this junior project. Emphasis will be placed upon effective layout and design for multi-page document production. This is a portfolio production course.
Prerequisites: BGD200 and BGD212

BGD314 DIGITAL PHOTOGRAPHY (3 CREDITS)
This course introduces students to the fundamental terminology, concepts, and techniques of digital visual composition for both static and moving images. Instruction is given on basic techniques of production, including digital still camera as well as camcorder orientation, lighting, set-up, and operation. The course focuses on the principles of using colour, composition, lighting, and other techniques for overall thematic and visual effects of moving and static images.
Prerequisite: FND114

ELGD150 STUDIO ELECTIVE (3 CREDITS)

BGD302 GREEN CAMPAIGN (3 CREDITS)
This course will build on the competencies acquired in previous courses with an emphasis on the development of creative, original concepts for green design campaigns. The preparation of concepts for green campaigns will utilize the principles of sustainability, design, typography, colour and problem-solving skills and stress attention to detail, deadlines, professional presentation, and attention to cultural diversity.
Prerequisites: BGD202 and SUS200

ELS101 LIBERAL STUDIES ELECTIVE (3 CREDITS)

QUARTER 8

BGD301 PROFESSIONAL PRACTICES (3 CREDITS)
This course introduces basic business practices, ethics, studio management, and marketing for self-promotion, providing essential knowledge for working in the design field. Students will learn to define team roles, engage in best practices for client/stakeholder communication, the design process, systems, workflow, and scheduling.
Prerequisite: BGD300

BGD320 EXPERIMENTAL TYPOGRAPHY (3 CREDITS)
Emphasis is placed on the expressive potential of typography. How the form of the written word(s) affects the meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation executed with digital tools.
Prerequisite: BGD220

WIM250 INTRODUCTION TO SCRIPTING LANGUAGES (3 CREDITS)
Students will learn to build database applications that are integrated with the Web. In addition, students will use principles and techniques used to develop small-to-medium scale applications that store, manage, and retrieve data. Projects will focus on essential web development skills using PHP, MySQL, loops, and conditions. Students will communicate with databases using the SQL query language and apply server-side scripting knowledge to create dynamic websites.
Prerequisite: WIM110

WIM200 UX/UI DESIGN (3 CREDITS)
This course will enable the student to utilize their design skills in collaboration with web and mobile development technology and evolving technology considerations. Students will continue to develop and demonstrate through projects effective conceptual development processes and research techniques. Emphasis will be placed on the process of design development from roughs to comprehensives, grid systems in relationship to interface development and output.
Prerequisite: WIM100

ELGD100 STUDIO ELECTIVE (3 CREDITS)

ART110 HISTORY AND ANALYSIS OF DESIGN (3 CREDITS)
Students will be introduced to a study of the art movements that have structured the field of graphic design. They will analyze political, social, and economic influences that underpin contemporary design and design trends.
Prerequisite: None

ELS201 LIBERAL STUDIES ELECTIVE (3 CREDITS)

QUARTER 9

BGD311 ART DIRECTION (3 CREDITS)
This course will exhibit the role of the Art Director in producing multi-faceted design projects. Exercises will train students in coordinating creative efforts from concept to finished product. A team environment is emphasized and will acquaint the students with the necessity of leadership ability, communication and negotiating skills.
Prerequisites: BGD212 and BGD224

BGD324 PACKAGING DESIGN (3 CREDITS)
Students learn to effectively design using form, space, type, illustration, photography, graphics, and colour as they pertain to intelligent and compelling package design. Emphasis is on appropriateness for the specific market, brand positioning and identification, visual appeal, and the physical container. Government regulations affecting the package, printing and reproduction processes will also be addressed. Through discussion, field research, and exercises students will examine package designs already in the marketplace. The course stresses a phased design process and the role of packaging in marketing.
Prerequisites: BGD212 and BGD224

WIM300 COMPUTER ANIMATION FOR MULTIMEDIA (3 CREDITS)
Students will explore the procedures and techniques involved in delivering high-impact websites, game/software interfaces, animation for web and TV. Students will learn to create resizable, small, and compact navigation interfaces, technical illustrations, long-form animations, and many other special effects.
Prerequisite: BGD214

ELGD200 STUDIO ELECTIVE (3 CREDITS)

ELS202 LIBERAL STUDIES ELECTIVE (3 CREDITS)

QUARTER 10

BGD412 ADVANCED DESIGN STUDIO (3 CREDITS)
This is a major portfolio course that will further develop students' ability to prepare electronic and physical material for production. Key multi-page print and dimensional projects allow for advanced exploration of conceptual approaches, typography, illustration, image reproduction and manipulation, colour approaches, trapping procedures, bindery, and finishing techniques. Students are expected to produce contemporary design solutions for corporate sectors. The instructor will act in a mentoring role and help guide students through various creative processes. Particular emphasis will be placed on developing strong concepts appropriate to client needs, attention to detail, design consistency and time management. Through critique, students will learn about and express their creative methods and cognitive processes.
Prerequisite: BGD312

ELGD250 STUDIO ELECTIVE (3 CREDITS)

ELGD300 STUDIO ELECTIVE (3 CREDITS)

BGD402 ENVIRONMENTAL DESIGN (3 CREDITS)
Students will study a range of examples of environmental design measured against conventions of 2D display/informational systems and with consideration of sustainability. This course will address understanding the complexities of public space, the nature of the environment, the expectations of performance and issues of functionality. Projects that challenge students on issues of hierarchy, readability/legibility, colour, fabrication, and sustainability are integral to this course.
Prerequisite: BGD300

ELS301 LIBERAL STUDIES ELECTIVE (3 CREDITS)

QUARTER 11

BGD422 PUBLICATION DESIGN (3 CREDITS)
Publication design is a mainstay in the study of graphic design. This course will focus on creating a publication, hierarchy, grid, page sequence and spreads. Students will also gain an understanding of e-publishing, digital interface design, interactive information graphics and its application to publication design conventions.
Prerequisite: BGD300

BGD450 INFORMATION DESIGN (3 CREDITS)
Students will study a range of examples of information design applications and conventions of 2D display/informational systems. Emphasis will be placed upon understanding information systems and their function, including text, tables, charts, diagrams, and electronic displays.
Prerequisite: BGD300

ELGD350 STUDIO ELECTIVE (3 CREDITS)

CAP499 CAPSTONE (3 CREDITS)
The student will select a specific subject that can be effectively presented using graphic and/or web design. This course will provide an introduction to various research methodologies and evaluation will focus on the research process, including the identification of a research problem, literature and/or content review, research purpose and hypotheses, data collection and analysis, and research evaluation. During this time students will conduct research sufficient for a professional presentation as a graduate project, to be submitted and defended during their final quarter.
Prerequisite: Permission of the Program Director / Chief Academic Officer

ELS401 LIBERAL STUDIES ELECTIVE (3 CREDITS)

QUARTER 12

BGD432 SENIOR PROJECT (3 CREDITS)
Students will select, develop, and execute a major design or illustration project, including technical, schedule, aesthetic and content considerations. Research will culminate in a product or statement of philosophy, conceptual development and problem solving.

BGD490 SENIOR PORTFOLIO (6 CREDITS)
This course will focus on the refinement of previous works into a comprehensive collection representative of Graphic Design skills. Emphasis will be on development, design, craftsmanship and presentation.
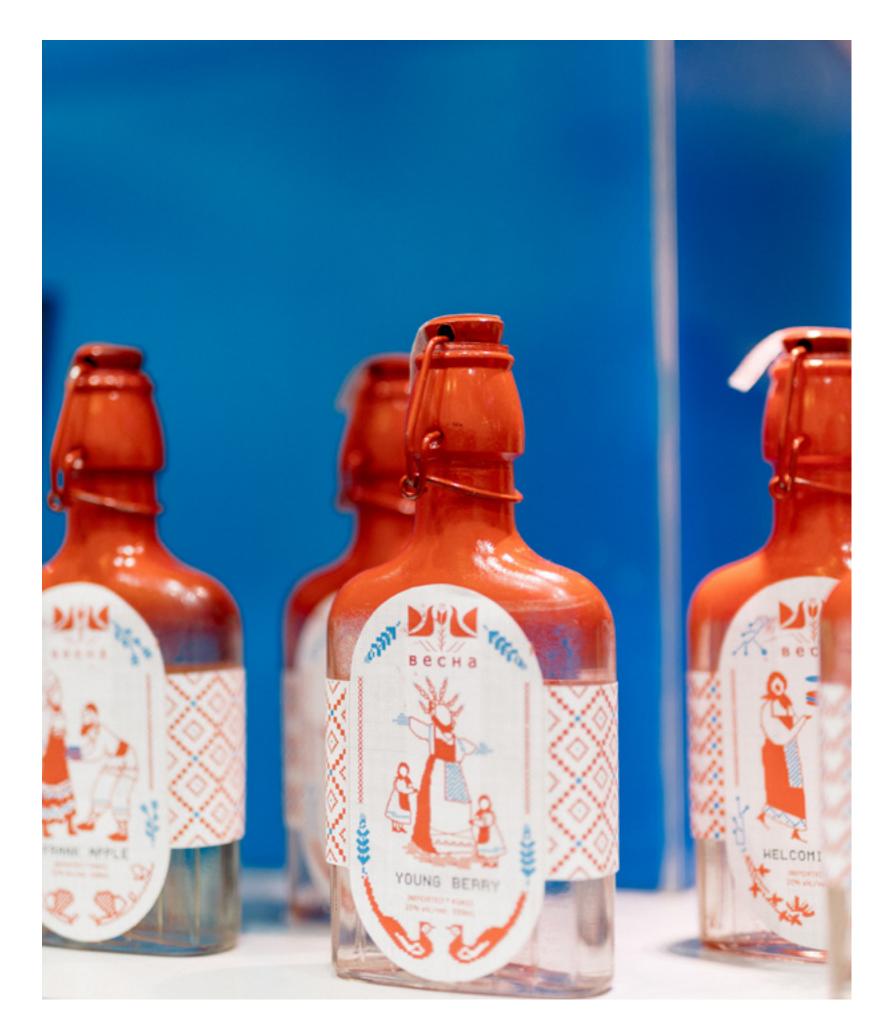*Prerequisite: Permission of the Program Director / Chief Academic Officer*

WIM400 ADVANCED WEB DEVELOPMENT (3 CREDITS)
This course will guide students through the process of compiling their work into a final interactive web-based portfolio with accompanying professional development content. Students will apply techniques and strategies to market themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills, designing storyboards for their interactive portfolios, creating professional design layouts, creating interfaces, and producing responsive designs.
Prerequisite: WIM300

SUS400 SUSTAINABLE DESIGN LEADERSHIP (3 CREDITS)
In this course, students are introduced to the concepts and theories of leadership and further develop the knowledge and skills needed to integrate sustainable design and green design principles and practices for graphic design purposes within the advertising, packaging, and communications industries.
Prerequisite: SUS300

SUS300 SUSTAINABLE DESIGN STANDARDS (3 CREDITS)
Students will explore the central components and values of sustainable design in this course, with particular emphasis on the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. In addition, students will investigate the ecology and interaction of natural and human ecosystems, including energy systems and global climate change, world fisheries, rain forests, deserts, and their implication for economic sustainable development. Students will analyze the evolution of global sustainable design standards as well as how interactions between government regulation and private practices influence standards in design sustainability. By gaining an understanding of sustainable design standards, students will acquire the knowledge to apply to multidisciplinary projects.
Prerequisite: SUS200

**Where no prerequisite is provided, none is required.
*Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

Rev. Nov 18, 2021

GRAPHIC DESIGN KIT

price: $195.00

LaSalle College
Vancouver

LCI EDUCATION
NETWORK
MEMBER