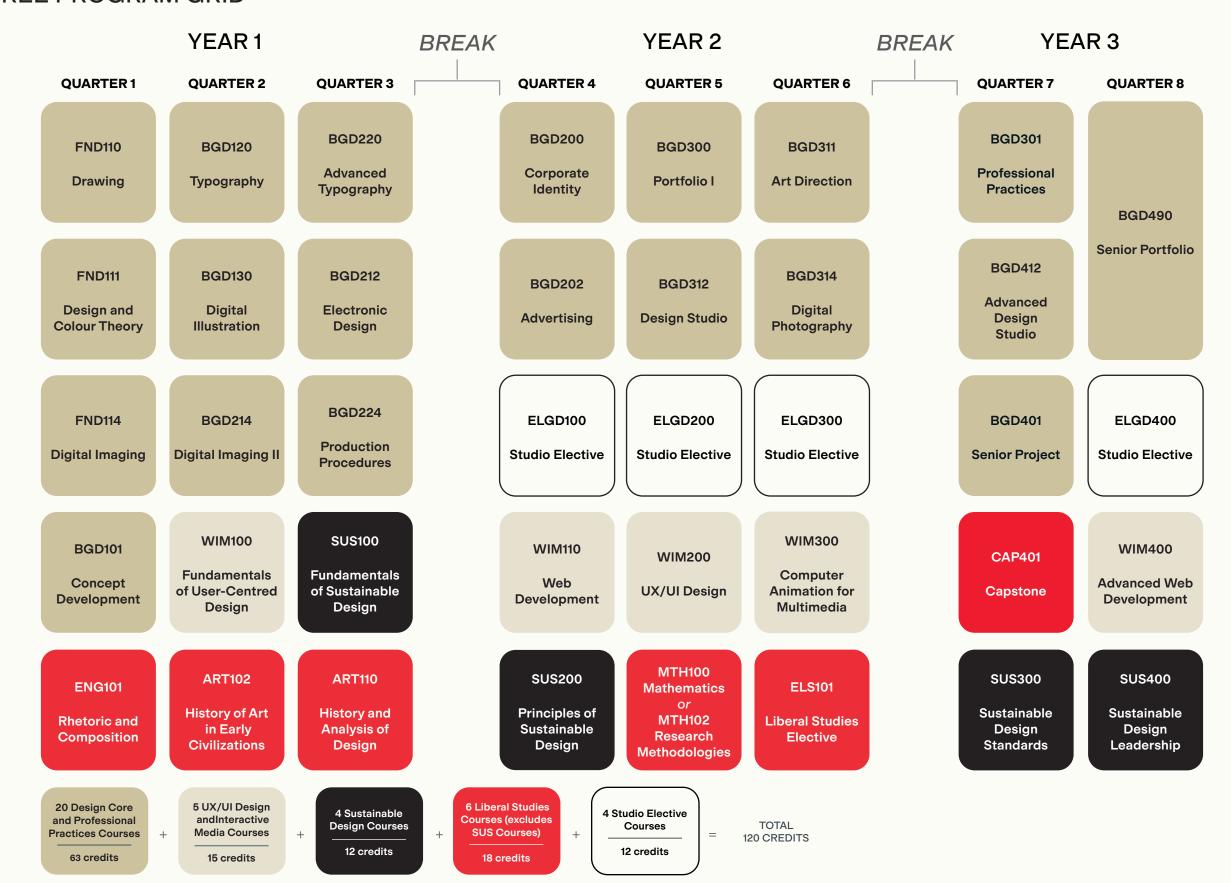


Bachelor of Applied Design in Graphic Design



DEGREE PROGRAM GRID





Bachelor of Applied Design in Graphic Design

COURSE DESCRIPTIONS



OUARTER 1

FND110 DRAWING

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. Credits: 3

FND111 DESIGN AND COLOUR THEORY

A presentation of the basic elements and principles of design and colour theory will be made in this course. The student will develop a firm foundation to layout and organize design elements. This course also explores the theories regarding physical perception and design aspects of colour Exercises in contrast, balance harmony, spatial perception, and symbolism will be used to demonstrate the unique communication properties of colour.

FND114 DIGITAL IMAGING

Students develop basic image manipulation skills in a raster-based computer environment. Credits: 3

RGD101 CONCEPT DEVELOPMENT

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.

Corequisites: FND110 and FND111

ENG101 RHETORIC AND COMPOSITION

Students will enhance their oral and writter 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.

OUARTER 2

BGD120 TYPOGRAPHY

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 Corequisite: BGD130

BGD130 DIGITAL ILLUSTRATION

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. Corequisite: RGD120

BGD214 DIGITAL IMAGING II

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 Credits: 3

WIM100 FUNDAMENTALS OF USER-**CENTRED DESIGN**

This course will introduce students to User Experience / User Interface (UX/UI) Design based on user-centred design principles.

ART102 HISTORY OF ART IN EARLY CIVILIZATIONS

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. Credits: 3

OUARTER 3

BGD220 ADVANCED TYPOGRAPHY

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 Credits: 3

BGD212 ELECTRONIC DESIGN

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

BGD224 PRODUCTION PROCEDURES

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 Credits: 3

SUS100 FUNDAMENTALS OF SUSTAINABLE DESIGN

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

ART110 HISTORY AND ANALYSIS OF DESIGN 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 underpir contemporary design and design trends.

OUARTER 4

BGD200 CORPORATE IDENTITY

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: BGD101, BGD120 and BGD130

BGD202 ADVERTISING

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, multiplatform advertising campaigns, experimental approaches in advertising, current trends in advertising, consumercreated advertising, and advertising through social media.

ELGD100 STUDIO ELECTIVE

WIM110 WEB DEVELOPMENT

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.

SUS200 PRINCIPLES OF SUSTAINABLE DESIGN

Students will build upon the knowledge gained in previous courses and investigate what components encompass a green audit. Topics quality, properties of finishes used, byproducts 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 Credits: 3

OUARTER 5

BGD300 PORTFOLIO I

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

BGD312 DESIGN STUDIO

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 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: BGD212 and BGD224

ELGD300 STUDIO ELECTIVE

WIM200 UX/UI DESIGN 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 rocesses 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 Credits: 3

MTH100 MATHEMATICS

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, measu functions, the mathematical language of digital computing, and problem-solving techniques in Credits: 3

MTH102 RESEARCH METHODOLOGIES

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 strategic objectives. Credits: 3

OUARTER 6

BGD311 ART DIRECTION

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 Credits: 3

BGD314 DIGITAL PHOTOGRAPHY

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

ELGD300 STUDIO ELECTIVE

WIM300 COMPUTER ANIMATION FOR MULTIMEDIA

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 Credits: 3

ELS101 LIBERAL STUDIES ELECTIVE

OUARTER 7

BGD301 PROFESSIONAL PRACTICES

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 Prerequisite: BGD300 Credits: 3

BGD412 ADVANCED DESIGN STUDIO

This is a major portfolio course that will further develop students' ability to prepare electronic and physical material for production. Key multipage 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 Credits: 3

BGD401 SENIOR PROJECT

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, conceptua development and problem solving. Corequisite: CAP401

CAP401 CAPSTONE

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 methodologie 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

SUS300 SUSTAINABLE DESIGN STANDARDS

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 Prerequisite: SUS200 Credits: 3

OUARTER 8

BGD490 SENIOR PORTFOLIO

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. Prerequisite: Permission of the Program Director / Chief Academic Officer Credits: 6

ELGD400 STUDIO ELECTIVE

Credits: 3

WIM400 ADVANCED WEB DEVELOPMENT This course will quide 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 choser 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

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 Credits: 3