

IDES 244

Design Studio II

Spring Term 2015 » 3 credits » Pre-requisite: IDES 211 » Instructor:

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

Required Text

Chick, Anne and Paul Micklethwaite. *Design for Sustainable Change: How Design and Designers Can Drive the Sustainability Agenda*. AVA/Academia, 2011.

Recommended Texts

Ambrose, Gavin and Paul Harris. *The Fundamentals of Graphic Design*. Lausanne, Switzerland: AVA/Academia, 2008.

Roberts, Lucienne. *Good: An Introduction to Ethics in Graphic Design*. AVA/Academia, 2006.

Santa Maria, Jason. *On Web Typography*. abookapart.com, 2012.

Walter, Aaron. *Designing for Emotion*. abookapart.com, 2012.

Recommended Readings

GDC Sustainable Design Principles, 2009: <http://www.gdc.net/designers/index/articles659.php>

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 focuses on communication design practice and its role in promoting sustainability. Students are introduced to ways in which design solutions can engage “strategies, processes and materials that value environmental, cultural, social and economic responsibility” (*GDC Sustainable Design Principles*, 2009). Projects emphasize collaboration, the discovery process, and the development of platform-neutral solutions. Instruction in design-related software supports the course.

COURSE STUDENT LEARNING OUTCOMES

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

- define sustainability;
- describe how design solutions can promote environmental, cultural, social, and economic responsibility;
- write a creative brief and a project rationale;
- develop a visual communication strategy and a media delivery plan;
- contribute to a collaborative discovery process, analyze the research, and develop functionality criteria;
- create conceptual cross-platform design solutions that respond to the design brief;
- demonstrate proficiency in visual and typographic hierarchy for print and digital media;
- use design-related software and its typographic tools with proficiency, and web-authoring tools at an intermediate level.

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Weekly Schedule

WEEK 1

Course introduction and objectives.
What does sustainability mean?
Media delivery methods used in visual communication: engaging the audience.
Ad agency structure; working with partners.
Outdoor and guerilla advertising.
Software instruction: review of file prep from setup to output.
Project 1 assigned, due week 3.

WEEK 2

How design solutions can promote environmental, cultural, social, and economic responsibility.
Project 2 assigned, due week 4.

WEEK 3

Project 1 due.
A focus on editorial design.
Magazine terminology; glossary of terms; design infrastructure; the four Fs of magazine design; effective cover design.
Combining type families: blog posts.
Multiple column grids and how to use them in a flexible manner.
Software instruction: tablet publishing.
Project 3 assigned, due week 6.

WEEK 4

Project 2 due.
Breaking typographic rules.
Art directing and working with photographers, writers, and illustrators.
Guest speaker: editorial photographer.
Tablet and web magazines: differences from print.
Project 4 assigned, due week 7.

WEEK 5

Using page layout software to control typographic nuances.
Tablet and web magazines: interface and usability conventions.
Writing taglines, headlines, and positioning lines for print and web.
Software instruction: tablet publishing.

WEEK 6

Project 3 due.
Typographic hierarchy: increasing complexity.
Introduction to corporate responsibility.
Software instruction: review of character and paragraph styles.
Project 5 assigned, due week 10.

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Weekly Schedule continued

WEEK 7

Project 4 due.
 Social Cause: Defining goals and needs through problem identification.
 The vernacular, the target audience and the process of interaction.
 Engaging in research. Documenting content.
 Software instruction: object, cell, and table styles.
 Project 6 assigned, due week 11.

WEEK 8

Project 5: interim critique.
 Social cause: developing a visual communications strategy and media delivery plan.
 Research and data gathering.
 Methodological storytelling demonstrating sequence or process.
 Quantitative storytelling: research, analysis, and synthesis of statistics, facts, and maps.
 Software instruction: web site design.

WEEK 9

Project 6: interim critique.
 Creating conceptual cross-platform design solutions that respond to the design brief.
 Software instruction: web site design.

WEEKS 10 – 13

Projects 5 & 6 due.
 Integrated promotional campaigns for social/environmental causes.
 Review of social, community, and environmental cause creative.
 Project 7 assigned, due week 14.
 Software instruction: web site design.

WEEK 14

Project 7 due.
 Typography for personal résumés: print and screen (portable document format).
 Software quiz.

WEEK 15

Faculty panel review of individual student second year design work.

EVALUATION PROFILE

Projects 1 – 2 (5% each)	10%
Projects 3 – 4 (10% each)	20%
Projects 5 – 7 (15% each)	45%
Software Quiz	10%
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.