

# GRAPHIC DESIGN

Curriculum Standards

2021-23

New Brunswick  
COLLEGE  
of CRAFT  
& DESIGN



# **CURRICULUM STANDARD**

## **GRAPHIC DESIGN**

**2021 - 2023**

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The New Brunswick College of Craft and Design (NBCCD) fosters a learner-centered environment that puts the student at the heart of the educational experience.

NBCCD's officially approved document, the Curriculum Standard, details specific learning outcomes necessary for a student to be certified. It also ensures uniformity of the delivery of a program's content.

The Curriculum Standard is an introduction to the program which includes the program's critical performance, a program description, program learning outcomes, and the program's potential career opportunities. This is followed by information on duration, credits, admission requirements, advanced placement, certification, articulations, and prior learning assessment and recognition.

This document also contains a program delivery sequence and the course profiles with specific course learning outcomes and grading basis.

In addition, the Curriculum Standard is used as a tool for revision and evaluation of the program and for the promotion of transfer agreements with other post-secondary institutions.

NBCCD welcomes all comments and inquiries regarding the implementation of this program and the use of this document. Please forward any requests or suggestions to the attention of:

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## Program Description

Graphic Design/Illustration is a two-year Diploma program that provides students with the option of concentrating on either graphic design or illustration. All students in the program receive a solid foundation in graphic design theory, professional techniques and industry standard knowledge as well as a deeper level of knowledge and skills, specific to the chosen concentration. Through applied research, critical discourse and self-reflection, students in both concentrations engage the creative process as they explore all aspects of visual communication including the design process, image creation, typography, layout design, concept development and branding.

In addition to graphic design and illustration, they also learn about entrepreneurship, writing for artists and entrepreneurs, art history, drawing and 2D/3D design. With an entrepreneurial focus, students create a portfolio that celebrates the power of their imaginations and can be used to launch their career.

## Program Critical Performance

By the end of this program, students will have demonstrated the ability to create multi-literate modes of communication utilizing technical skill, aesthetic sensitivity and cultural awareness and have the capacity to work within the creative economy.

## Areas of Study

- Graphic Design
- Illustration
- Typography
- Visual Design
- Drawing
- Communications
- Digital Media
- Desktop Publishing
- Portfolio Development
- Web Foundations

## Program Learning Outcomes

Following successful completion of this program, students will be able to:

- Design multi-literate solutions that display a high level of technical expertise.
- Develop a responsive aesthetic that can be applied to a broad range of design applications.
- Develop an adaptive visual language through the integration of prior knowledge, cultural history and studio practice.
- Collaborate on creative projects, events and activities within shared environments that extend critical discourse and contribute to positive working environments.
- Engage in real-world experiences that inform the development of entrepreneurial and business skills to ensure readiness for self-employment/employment.

- Participate in dialogue and practices that reflect the impact historical and contemporary culture has on social responsibility.
- Employ effective strategies in the management and documentation of information and projects.

## Career Possibilities

With an entrepreneurial focus, this program prepares students to establish their own small business, be employed or continue in the Advanced Studio Practice Program at NBCCD or at other leading institutions in Canada and beyond.

Professional opportunities upon graduation include:

- Graphic Designer
- Web/Interface Designer
- Illustrator
- Art/Creative Director
- Freelance Designer and Consultant
- Entrepreneur/Business Owner

## PROGRAM INFORMATION

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## Admission Requirements

An official Transcript of Marks indicating one of the following:

- Certificate in Foundation Visual Arts (FVA) from NBCCD (Good Standing)
- One year of post-secondary education
- Equivalent experience will be considered

AND

- A portfolio submission

Review of the above may lead to a personal interview

## Certification

Upon successful completion of the prescribed curriculum, the student will receive a diploma in Graphic Design.

## Articulations

The Graphic Design program has developed articulation arrangements with other institutions as follows:

- Institution: University of New Brunswick (Fredericton)
- Articulation Period: 1998-05-14 - Undetermined
- Information: The Bachelor of applied Arts (BAA) is an articulated agreement with the University of New Brunswick
- For admission requirements, refer to [www.unb.ca](http://www.unb.ca).

## TERRITORIAL ACKNOWLEDGMENT

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NBCCD acknowledges that we live, work and create on the unsundered and unceded traditional Wolastoqey land. The lands of Wabanaki people are recognized in a series of Peace and Friendship Treaties to establish an ongoing relationship of peace, friendship and mutual respect between equal nations. The river that runs by our college is known as Wolastoq (Saint John River), along which live Wolastoqiyik – the people of the beautiful and bountiful river.



## PROGRAM STRUCTURE

\*\* Specific Electives \*Shared Electives not included in this document

### Fall 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
GRDN 2903	Structure and Content: Page Layout Fundamentals	3	45	90	None
GRDN 2900	Digital Imaging for Graphic Design	3	45	90	None
GRDN 2901	Digital Illustration for Graphic Design	3	45	90	None
DSGN 2908	Image Creation: Media, Method & Technique	3	45	90	None
GRDN 2922	Graphic Design Illustration Seminar	3	45	90	None
DSGN 2903	Design Concepts	3	45	90	None
* DRAW 2900	Directions in Drawing: Traditional and Contemporary	3	45	90	None
* DRAW 2901	Life Drawing: Structure and Form	3	45	90	None
* DRAW 2902	Watercolour: Exploring Water-Based Materials	3	45	90	None
* DRAW 2907	Drawing and Narrative	3	45	90	None
*DRAW 2908	Painting in Acrylics I	3	45	90	None

Total of credits: 21.00

### Winter 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
GRDN 2904	Introduction to Typography	3	45	90	None
GRDN 2905	Structure and Content: Form Follows Function	3	45	90	GRDN 2903
GRDN 2909	The Pixel Meets the Vector	3	45	90	GRDN 2901 GRDN 2900
GRDN 2916	Image Creation: Interpretation , Style and Theme	3	45	90	GRDN 2908
GRDN 2912	Website: The Fundamentals	3	45	90	None
HIST 2914	Graphic Design/Illustration History	3	45	90	None
ENTR 2005	Marketing and Online Promotion	3	45	90	None

Total of credits: 21.00



## Spring 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
GRDN 2917	Interface Design	3	45	90	GRDN 2900, GRDN 2901
**GRDN 2920	Image Creation: Photography for Illustration	3	45	90	GRDN 2900
**GRDN 2913	Design for Large Format	3	45	90	GRDN 2900 GRDN 2901

Total of credits: 6.00

## Fall 2

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
GRDN 3914	Image Creation: Digital Tools for Illustration	3	45	90	GRDN 2900, GRDN 2901
GRDN 3902	Structure and Content: Form and Format	3	45	90	GRDN 2903
GRDN 3904	Image Creation: Going Digital	3	45	90	GRDN 2909 GRDN 2916
GRDN 3913	Text, Image & Meaning	3	45	90	GRDN 2900 GRDN 2901 GRDN 2904
GRDN 3911	Design Process	3	45	90	GRDN 2900 GRDN 2901
HIST 3902	Critical Issues: Context and Perception	3	45	90	None
ENTR 3906	Preparing for Professional Life: Graphic Design	3	45	90	ENTR 2005

Total of credits: 21.00

## Winter 2 – Total required elective credits (3)

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
GRDN 3906	Information Design	3	45	90	GRDN 2900 GRDN 2901
GRDN 3908	Visual Arts and the Digital Realm	3	45	90	None

GRDN 3903	Typographic Expression	3	45	90	GRDN 2904
GRDN 3905	Advertising and Package Design	3	45	90	GRDN 2900 GRDN 2901
GRDN 3907	Structure and Content: Multi-Page Document Design	3	45	90	GRDN 3902
* AVVA 3908	Designing Bodies	3	45	90	None
*DRAW 3004	Painting in Acrylics II	3	45	90	DRAW 2908
* DRAW 3001	Imagery, Sources and Development	3	45	90	None
* DSGN 3916	Book Art Design	3	45	90	None
* HUMN 3000	Art for Social Change	3	45	90	None
ENTR 3916	Preparing for a Career in Graphic Design	3	45	90	ENTR 3906

Total of credits: 21.00

## Spring 2 - Total required elective credits (6)

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
* INST 3902	Senior Practicum	6	0	180	None
* INST 3905	Senior Project: Graphic Design	6	90	180	None

Total of credits: 6

## COURSE PROFILES/DELIVERY SEQUENCE

**Course Code/Title:** GRDN 2903 Structure and Content: Page Layout Fundamentals

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students work with software used in the design of the printed page. They complete a number of technical and creative projects using the software package Adobe InDesign which leads students to familiarity with the basic software functions that control document form and format, as well as typographic and image control.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create samples that display control of basic form and format options, as well as typographic and image control.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Perform commonly used Adobe InDesign functions, techniques and methods associated with the creation of basic page layout designs intended for use within the realm of graphic design.
2. Create single page documents in a variety of sizes and proportions appropriate to the purpose of each.
3. Organize information into various structures that enhance readability.
4. Combine type and imagery in a functional manner.
5. Design documents that incorporate accepted design standards for designing with type.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2900 Digital Imaging for Graphic Design

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students create artwork by investigating the basic tools and techniques used in creating pixel-based imagery. They create digital imagery on their own through the use of digitizing devices such as cameras and scanners. In addition, students learn to control the technical aspects of the digital image by formatting images for various purposes and media destinations, while exploring the creative possibilities that pixel-based imagery provides.

### Course Critical Performance

By the end of this course, students will have developed the ability to integrate technical skill with creativity, and begin the development of a personal visual language in pixel-based artwork.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Perform commonly used Photoshop functions, techniques and methods associated with the creation of pixel-based illustrations intended for use within the realm of graphic design.
2. Enhance the quality of images by adjusting their colour characterizations.
3. Utilize scanning technology to digitize analogue constructs.
4. Capture and import digital images from a digital camera.
5. Create imagery that communicates specific information and/or expresses specific ideas and concepts.  
Combine imagery from different sources and origins in the creation of new images.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2901 Digital Illustration for Graphic Design

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students create editorial images that connect to specific audiences and texts by developing their visual problem-solving abilities. They find suitable, appropriate and effective visual solutions using cartoon, caricature and other approaches. Students compare styles from a broad range of contemporary imagery and use various combinations of media to learn how illustrators give visual substance to thoughts, stories and ideas.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create visual solutions that interpret different themes using a broad range of stylistic approaches, technical proficiency and personal creativity.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Perform commonly used Adobe Illustrator functions, techniques and methods associated with the creation of vector-based digital illustrations intended for use within communication design.
2. Apply traditional drawing concepts to digitally created illustrations.
3. Use line in an effective manner that enhances the quality of the artwork.
4. Control tone, color and texture in the creation of digital illustrations.
5. Create custom brush styles to be applied to illustrations.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2908 Image Creation: Media, Method and Technique

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students are introduced to creative illustrations by exploring common media, methods and techniques utilized by conventional illustrators. In their assignments, they manipulate a number of mark-making media on a variety of 2D surfaces. This work is based on what they learn of the work and style of a broad range of traditional and contemporary image makers. In addition, they look at important historical achievements in the field.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create illustrations that reflect technical proficiency and personal creativity using various media, methods and techniques.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Generate accurate 3D renderings using graphite and ink.
2. Produce washes of colour and tone using watercolour paint and pencils.
3. Make original surface textures and patterns using various techniques.
4. Use and mix watercolour paint to achieve a varied colour pallet.
5. Combine two or more media and/or techniques compositionally.
6. Create imagery that communicates specific information and expresses certain ideas and concepts.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2922 Graphic Design Illustration Seminar

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students investigate the nature of graphic design. They create a number of discussion papers and presentations that give meaning to the term graphic design. In addition, they compare career opportunities and possibilities within the graphic design industry and domain, utilize online resources available to graphic designers and identify organizations helpful to and associated with the industry.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to articulate a potential personal career path which can serve as a guide for further learning in the program.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Compare career opportunities and possibilities within the realm of graphic design.
2. Research additional educational opportunities and possibilities in the field of graphic design.
3. Discuss professionally-oriented issues of relevance to graphic designers in a contemporary social context. Differentiate between art, design and fine craft and explain the place of graphic design in contemporary North American society.
4. Utilize relevant online resources while conducting a comparative analysis of organizations and the type of assistance provided by each.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.



**Course Code/Title:** DSGN 2903 Design Concepts

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/4

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
15	30	45	0	0

### Course Description

In this course, students explore the broader world of design focusing on the themes of movement, colour and light. With consideration for spatial relationships, compositional principles and studio practice, they complete three research projects. Engaging in lectures and discussions that examine historic design precedents and contemporary design theory, students work toward the development of an individual design aesthetic. In addition, they engage through peer presentations and critical visual analysis.

### Course Critical Performance

At the end of this course, students will have demonstrated the ability to complete projects that reflect their individual design aesthetic with an understanding of historical design precedents and contemporary design practices.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Produce technically proficient work that demonstrates the effective integration of the elements and principles of design using a variety of media that displays a personal aesthetic.
2. Successfully use problem-solving skills to solidify concepts expressed in the creation of physical objects.
3. Develop work habits that include self-management skills (e.g. setting goals, managing workloads and meeting deadlines).
4. Articulate creative concepts and technical accomplishments, using design terminologies that have been informed by historical and contemporary contexts.
5. Integrate peer learning and critical analysis into their design approach.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2904 Introduction to Typography

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/4

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students explore type by creating designs that utilize type as both a communicative device and as a visual image. Through a series of projects, they acquire a fundamental understanding of how to design and construct letters, create designs with type and use type as image. In addition, students examine the history of typography and explore contemporary trends in the world of type and type design.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to use type both as a communicative device and as a visual image with technical proficiency and creativity.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Perform commonly used typographic functions, techniques and methods associated with the design of text for use within the realm of graphic design.
2. Describe the basic terminology of type.
3. Utilize the use of typography in a contemporary context.
4. Use standard digital typographic controls.
5. Correct common typographic faults and mistakes.
6. Create imagery that communicates specific information and/or expresses specific ideas and concepts that incorporates the principles of typography.
7. Develop typographic imagery that combines the traditional with the contemporary.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2905 Structure and Content: Form Follows Function

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2903

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students explore the creative potential of the printed page by designing a variety of common products while they learn to apply a set of rules and guidelines that ensure good design and compositional choices. They engage in a thought process that guides design and compositional choice by looking at the size and purpose of a project in a manner that helps fulfill its functional potential (form follows function). By combining this thought process with personal creativity, they develop layout designs that are both creative and functionally effective.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to design layouts that are both creative and functionally effective.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Design information and images into a structure that enhances its functional purpose.
2. Create a hierarchy of information that enhances a design's readability.
3. Design by controlling the use of visual tension points.
4. Understand and utilize space as an effective design element by composing layouts that incorporate negative space as a compositional element.
5. Create page designs that utilize typography as a creative design element.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2909 The Pixel Meets the Vector

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900, GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students learn to integrate the use of pixel-based and vector-based software tools necessary for effective results in digital illustration. They analyze the strengths and weaknesses of each, as well as techniques and processes that allow them to integrate content created in one with content from the other. Through the integration of the pixel and the vector, students extend their creative and technical potential as they realize the synergy offered by this combination.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to produce technically proficient illustration samples that creatively combines pixel and vector-based imagery.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Choose the most appropriate pixel and vector software tools for a variety of design applications. Analyze the strengths and weaknesses of each software tool.
2. Develop a working methodology that facilitates the creation of similar and/or identical content using each technology.
3. Design content that reflects effective integration/combination of both vector and pixel imagery.
4. Create imagery that communicates specific information, ideas and/or concepts.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2916 Image Creation: Interpretation, Style and Theme

**Academic Dean:** Denise Richard

**Requisites:** GRDB 2908

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students create editorial images that connect to specific audiences and texts by developing their visual problem-solving abilities. They find suitable, appropriate and effective visual solutions using cartoon, caricature and other approaches. Students compare styles from a broad range of contemporary imagery and use various combinations of media to learn how illustrators give visual substance to thoughts, stories and ideas.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create visual solutions that interpret different themes using a broad range of stylistic approaches, technical proficiency and personal creativity.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Create illustrations that exhibit a range of illustrative styles for diverse applications such as cartooning and caricatures, as well as editorial, technical, medical and children's illustrations.
2. Analyze a variety of applications and situations in order to solve problems related to illustration.
3. Develop a variety of solutions that are creative and innovative in solving a visual problem while displaying a diverse interpretation of a subject matter.
4. Create illustrations that respond to issues and topics of political and/or social concerns.
5. Design a book that consists of a series of illustrations that displays a consistent visual interpretation and illustrative style of a written narrative and/or subject matter.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

Grading Basis: Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2912 Website: The Fundamentals

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
15	30	45	0	0

### Course Description

In this course, students learn the fundamental concepts of website construction and design, such as HTML and CSS. They properly format and process imagery as they explore the integration of imagery into their web designs. Students also are introduced to the web design planning process as the sites they build become more complex.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create a basic website that uses HTML and CSS and image processing as the main vehicles for web design.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Construct basic web content using the HTML markup language.
2. Create graphic content to be placed upon a web page.
3. Produce web pages that display rich visual content and pixel-based imagery.
4. Incorporate basic interactivity and navigational standards into a web page.
5. Use web pages that incorporate CSS as the visual compiler.
6. Design web pages with enhanced interactivity and functionality by employing JavaScript.
7. Write JavaScript that can be easily added to existing web pages.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** HIST 2914 Graphic Design/Illustration History

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
30	15	45	0	0

### Course Description

In this course, students explore the rich history of graphic design and illustration from the first cave paintings to the invention of the printing press to the development of digital technology. They study significant people, events and technological developments that transformed their creative domains into what they are today. As well, students explore the manner in which these people, technologies and events have transformed the world at large.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to outline the development of the graphic design and/or illustration industries to the widespread use of digital technology as the predominant tool of creation.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Compare the evolution of technology with the evolution of the graphic design industry.
2. Identify important people, businesses and/or organizations that are of historical significance.
3. Evaluate graphic design styles and movements associated with distinct periods of time.
4. Analyze the impact that fine art movements have had upon the stylistic trends in graphic design.
5. Compose design work that incorporates definite stylistic characteristics from different and/or distinct periods and/or movements of graphic design history.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.



**Course Code/Title:** ENTR 2005 Marketing and Online Promotion

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students develop a professional online presence. They create a nexus on several social media platforms that includes digital images of their work, biographical information, artist statement, blog, retail shop and video profile. In so doing, students establish a self-directed branding of their work. In addition, they learn the steps to apply for a relevant scholarship for a real-word activity in an area pertinent to their field of study.

### Course Critical Performance

At the end of this course, students will have demonstrated the ability to create a professional online presence that contains written and visual components.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Organize thoughts into clear, concise and comprehensive professional documents.
2. Archive information related to professional practice.
3. Incorporate personal artwork with descriptive writing in a context that informs an audience.
4. Refine communication skills at every level through practice and presentation.
5. Communicate clearly to disseminate personal observations about their art and that of others.
6. Present a professional online presence.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2917 Interface Design

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students learn to design user interfaces for a range of digital based media. By critical analysis of current design trends and industry standards utilized in the creation of interactive structures and other digital media content they learn to apply best practices. Through a series of exercises and projects, they design well functioning mockups for a range of products and applications.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to design functional interfaces for a range of products and applications.

### Course Learning Outcomes

By the end of this course, students will have demonstrated the ability to:

1. Design user interfaces for web and other online content that applies usability principles and design standards.
2. Analyze the layout and composition of web and other online content and apply those standards to the design of user interfaces.
3. Utilize industry standard software to create and prototype web and mobile app interfaces and pages.
4. Structure and organize content in a manner that allows for proper navigation and content flow.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2913 Design for Large Format

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900, GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students learn to design for the large format. From display booths to banners, from point-of-sale stands to vehicle wraps, they understand the unique needs and technical concerns of creating imagery that extends well beyond the scale of posters. They design and properly prepare documents that can be successfully produced on a large format plotter cutter and a wide format inkjet printer.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to produce a number of design solutions for exhibition, signage and other large format marketing materials.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Design pixel-based and/or vector-based imagery for the decoration of apparel.
2. Create pixel-based and/or vector-based imagery for signage production.
3. Produce pixel-based and/or vector-based imagery for exhibition and display purposes.
4. Develop POS and POP materials for retail and trade show applications.
5. Compose pixel-based and/or vector-based imagery for the purposes of producing marketing tools.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 2920 Image Creation: Photography for Illustration

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900, GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students will learn basic camera controls as they learn to use the camera as a design and/or illustration tool. Students will learn to make properly exposed and well-composed pictures that enable them to utilize the camera to capture their own reference materials, use images as templates for drawing and combine photographic imagery with drawn imagery in the creation of unique and original illustrations. As well, students are taught how to capture digital video.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to utilize a camera in the production of a folio of photographs and photo based illustration.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Properly control the three main functions and controls on a camera that manipulate exposure and image aperture, shutter and film speed
2. Successfully capture digital images under a number of different situations.
3. Utilize original photographic imagery as reference material in the creation of new illustrations and the creation of a personal inspiration/image bank.
4. Utilize captured imagery as a base template for illustrated content.
5. Create illustrations that integrate original photographic imagery with created imagery.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3914 Image Creation: Digital Tools for Illustration

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900, GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students will learn basic functions and controls of a number of software and hardware based tools that are commonly used in illustration's digital realm. As they complete a number of illustration based projects they will become familiar with the basic concepts involved in the creation of moving imagery. They will learn the essential skills needed to manipulate an image's visual properties and appearance by controlling basic timeline functions as they introduce movement to imagery and graphics.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to use software and hardware based tools that are commonly used in illustration's digital realm.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Properly use specific digital tools that are unique to digital illustration.
2. Create imagery that incorporates basic temporal and spatial concepts.
3. Create simple and basic animated moving illustrations (snippets).
4. Edit video footage utilizing basic software tools and techniques.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3902 Structure and Content: Form and Format

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2903

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students learn to design a variety of document formats from business cards to billboards. Through a series of assignments, they develop an understanding of grid design and notions of negative space and variables such as document types, dimension constraints, design consistency and varied content. Emphasis is placed on how to deal with both the creative opportunities and challenges arising from the design process.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to design and produce documents using a grid system with a good grasp of negative space.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Design and produce a variety of multi-paneled and multi-page documents.
2. Utilize master pages, type styles and style sheets in the design of multi-paged documents.
3. Use print industry jargon such as imposition, signatures, creep, bindery, etc.
4. Understand and describe common commercial printing processes and applications.
5. Prepare designs for commercial printing and electronic distribution.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3904 Image Creation: Going Digital

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2909, GRDN 2916

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students generate complex illustrations as they unify traditional skills and digital technology. They synthesize a range of traditional media and digital technologies that explore creative and aesthetic possibilities. In a self directed manner, they efficiently manage a variety of resources, researching content and other related materials while exploring programs and techniques.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create technically proficient illustrations that display creativity using a variety of traditional and digital media, methods and techniques.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Analyze content by compiling technique, subject matter and reference materials.
2. Compose illustrations that combine imagery from traditional and digital sources.
3. Create illustrations using a personal expressive aesthetic and style.
4. Engage in a creative process that combines traditionally created imagery made by hand and then to a digital environment where it is altered digitally and/or combined with digital-based imagery to completion.
5. Research technique by compiling or creating reference images for complex illustrations.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.



**Course Code/Title:** GRDN 3913 Text, Image and Meaning

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900, GRDN 2901, GRDN 2904

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students create typographic and image-based artwork by exploring the complex interplay that occurs between text and image. They examine techniques and methods of combining type and image that illustrate how they can function as a communication device, a visual idiom or both. In addition, students analyze how text and image alter and transform the meanings of each other when placed in either a supporting or conflicting relationship.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create artwork that exhibits an understanding of the interrelationship and continual interplay between words and images.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Create a design that integrates text and image in a unifying manner.
2. Analyze semiotics in a contemporary and historical context.
3. Design symbols and icons that communicate abstract concepts and material ideas.
4. Develop visual identity systems (logos) for specific uses and purposes.
5. Compose dynamic visual imagery comprised solely of type.
6. Produce a visual narrative.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3911 Design Process

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900 GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students engage in the design process as they learn to maximize their potential as creative problem solvers. After extensive research into a problem, they utilize various ideation processes to expand their creative potential and provide a greater breadth of possible solutions. Students then develop multiple solutions and through analysis and feedback, assess areas of improvement. This cyclical process is followed until their project reaches its fullest potential.

### Course Critical Performance

At the end of this course, students will have demonstrated the ability to thoroughly engage the design process.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Research, develop and utilize various models of the design process.
2. Compile a list of problems that will become the semester's project list.
3. Investigate different research methods and utilize them to conduct in-depth research on a defined problem.
4. Engage in a range of ideation techniques to generate a list of the greatest number of solutions.
5. Design a number of solutions for projects and create mock-ups.
6. Present solutions for analysis and critique.
7. Seek to improve solutions until a solution has reached its maximum potential.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** HIST 3902 Critical Issues: Context and Perception

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students explore philosophical, moral and ethical issues that they could encounter as a designer. Since the introduction of digital technology, design has undergone a radical transformation and grown in size and scope within an artistic community. Design has its own distinct history, critical discourse and theory and is only now beginning to reach maturity. Through research, discussions and presentations, as well as studio projects, students investigate and analyze some of the increasingly complex issues that confront designers.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to produce work that supports a personal viewpoint and is informed by contemporary design issues.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Analyze the methods and workings of corporations and how they interact with people and governments.
2. Compose designs that express personal political beliefs and viewpoints.
3. Discuss contemporary issues and their evolution in relation to graphic design.
4. Create designs with relevance to present and future social, economic and political issues.
5. Understand a variety of applications and situations with a goal of incorporating historical and contemporary issues in design.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** ENTR 3906 Preparing for Professional Life: Graphic Design

**Academic Dean:** Denise Richard

**Requisites:** ENTR 2005

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students begin to create their professional footprint by developing a portfolio and personal brand identity. Through a process of self-reflection, they conduct a personal SWOT analysis to initiate this process. In addition, students produce accompanying promotional and marketing materials and begin the writing of a business plan. They also explore other areas of professional practice such as presentation and interview skills, work-place behaviour and establishing a business code of conduct and ethics.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create a professional footprint and clarify their professional capabilities.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Evaluate personal entrepreneurial goals through a process of self-reflection.
2. Compile professional information and documents such as CVs, portfolios, cover letters, etc.
3. Analyze portfolios and promotional materials from various design and graphic design businesses.
4. Develop a personal brand identity and accompanying self-promotional materials, as well as create a digital portfolio intended to aid in finding employment or clients.
5. Compile and evaluate potential employers, clients and professional opportunities.
6. Examine professional relationships common in the graphic design field while developing the personal and interpersonal skills needed to function as an employee or as an independent business entity.
7. Understand budgets and cash flow through tracking and analyzing a personal budget.
8. Identify the fundamental parts of a business plan and their function, as well as write the non-financial parts of the business plan.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3906 Information Design

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900, GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students develop the ability to visually interpret statistical information, numerical data and defined information sets. They create technical illustrations, schematics and infographics (charts and graphs) using a variety of media. This content is then used in the design of documents that communicate specific technical and informational concepts.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create designs that visually interpret information and data that incorporates information design as the main visual concept.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Visualize statistical information by providing a visual form that expresses its meaning clearly and concisely.
2. Create technical illustrations that facilitate the easy and effective understanding of specific information.
3. Interpret data as charts and graphs that incorporate figurative and representational visual elements.
4. Develop reference material for complex illustrations.
5. Design documents that utilize infographic and technical illustration in a manner that exhibits complex relationships.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3908 Visual Arts and the Digital Realm

**Academic Dean:** Denise Richard

**Requisites:** None

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students explore the use of digital technology as an expressive instrument for art making as opposed to the responsive tool of the designer. They are encouraged to think like artists, instead of designers, by exploring the interplay between design and art while seeking to differentiate one from the other. By studying the work of design's leading contemporaries, many of whom approach their design work more like an artist does, students begin the development of a personal design style.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create a folio of digitally created and personally expressive works.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Explain the differences and similarities that distinguish 'art' and 'design' and define the difference between 'art' that is digitally made and 'digital art.'
2. Explore digital technology as an art making tool.
3. Examine self-expression with a view to developing a personal vision.
4. Design work that is created using digital technology that incorporates contemporary art making values and practices.
5. Engage in a process that facilitates the application of a personal and expressive aesthetic that is different from the responsive aesthetic common to graphic design.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3903 Typographic Expression

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2904

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students design a variety of contemporary design products where the anatomy and functional application of typography is the key component. They examine the complexity, importance and role of typography in communicating information and ideas. They research the history, anatomy and functional application of typography as both a unique art form and as a key component to graphic design. In addition, they learn how to design letter forms, fonts and font families.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to design fonts and logotypes and incorporate complex typographic structures in designed documents.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Apply a personal and/or expressive aesthetic in the creation of typographic oriented design work.
2. Differentiate between digital font formats and features.
3. Create designs that incorporate complex typographic structures as the main theme and/or visual element.
4. Design a typeface based upon personal and/or expressive aesthetic.
5. Produce a working digital version of a typeface (font) for use in design projects.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.



**Course Code/Title:** GRDN 3905 Advertising and Package Design

**Academic Dean:** Denise Richard

**Requisites:** GRDN 2900 GRDN 2901

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
25	20	45	0	0

### Course Description

In this course, students design packaging solutions for a range of products from simple labeling to folded box assemblages as they learn how to brand and relate their products to advertising campaigns. They learn to engage a competitive market place as they design retail product point-of-sale and point-of-purchase items for a world already full of products for sale.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create package design and accompany advertising that strives to compete in the marketplace.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Design packaging in response to the needs of particular products.
2. Compose information and appropriate imagery that incorporates and follows branding and visual identity standards for a variety of package formats.
3. Prepare packaging design solutions for production while drafting suitable production specifications. Research standard and non-standard patterns to package form factors and construction design.
4. Create print and web advertising that supports a product in the marketplace.
5. Make point-of-sale and point-of-purchase displays that support a product in the marketplace.
6. Construct packaging and point-of-sale prototypes.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** GRDN 3907 Structure and Content: Multi-Page Document Design

**Academic Dean:** Denise Richard

**Requisites:** GRDN 3902

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students design multi-paged documents that contain multiple sets of content and information. By designing items like product catalogues and annual reports, they learn about the design complexities associated with multi-paged formats. Students examine the integrity of their designs and seek to create documents that apply a consistent look and feel, unifying a series of parts into a cohesive whole.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to create multi-page pieces that reflect consistency, continuity and appropriateness of design.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Design multi-page documents or various forms and formats that comply with design standards.
2. Create documents that present information in a functional and understandable manner.
3. Compose layout grids along with supporting master pages and style sheets.
4. Utilize productivity tools to aid in the design of multi-paged documents.
5. Prepare documents for print production while drafting suitable production specifications that communicates in print industry language.
6. Construct digital versions (PDFs) of printed documents with suitable resolution for print, web and proofing that includes hyperlinks, metadata and accessibility considerations.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** ENTR 3916 Preparing for a Career in Graphic Design

**Academic Dean:** Denise Richard

**Requisites:** ENTR 3906

**Nominal/Scheduled Hours:** 90/45

**Credits:** 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

### Course Description

In this course, students further enhance their professional footprint and expand their understanding of business practices. They learn the associated costs of a business startup in the graphic design industry and the ongoing expenses. While completing a business plan, students are taught to effectively cost and produce quotes for freelance work in order to accurately predict cash flow. In addition, they create an analog version of their portfolio in the form of a printed book.

### Course Critical Performance

By the end of the course, students will have demonstrated the ability to forecast revenue and expenses through the completion of a graphic design business plan.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Develop a professional code of ethics and conduct to be used in professional situations.
2. Identify the requirements and steps needed to create a registered business entity.
3. List all costs associated with creating a new design business entity and the expenses required to run it.
4. Summarize basic financial transactions and expenses pertaining to the running of a design business including: basic expenses, budget, cash flow, invoicing, bookkeeping, taxes and various legal documents associated with business.
5. Formulate a process to accurately cost a graphic design project, establish a suitable fee structure and provide accurate quotes by identifying an accurate value for time and skill.
6. Produce a completed business plan complete with all required financial figures.
7. Design and produce a printed portfolio using an online and on-demand publisher.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** INST 3902 Senior Practicum

**Academic Dean:** Denise Richard

**Requisites:** None

**Requisite Notes:** Students must have successfully completed a sufficient number of upper level courses in their program to be able to successfully complete the requirements of this course.

**Nominal/Scheduled Hours:** 180/0

**Credits:** 6

Lecture	Studio	Homework	Independent Study	Practicum
0	0	0	0	180

### Course Description

In this course, students are given the opportunity to work within a business or organization. They develop a professional level of conduct as they further their interpersonal workplace skills. In addition, they actively participate in the specialized activities of their practicum.

### Course Critical Performance

By the end of this course, students will have demonstrated the ability to successfully work in a professional environment.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Display a professional level of conduct by maintaining an appropriate attitude in a business/organization related to their field of study.
2. Articulate the pros and cons of working within a business/organization with a practical understanding of their professional field.
3. Exhibit a positive work ethic by being fully engaged in their placement and displaying effective work habits. Successfully manage and identify the complex and diverse needs related to their specialized field.
4. Compile a portfolio of samples/photographs of work completed during the practicum subject to the permissions/restrictions of the host company.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

**Course Code/Title:** INST 3902 Senior Project: Graphic Design

**Academic Dean:** Denise Richard

**Requisites:** None

**Requisite Notes:** Students must have successfully completed a sufficient number of upper level courses in their program to be able to successfully complete the requirements of this course.

**Nominal/Scheduled Hours:** 180/90

**Credits:** 6

Lecture	Studio	Homework	Independent Study	Practicum
30	60	0	90	0

### Course Description

In this course, students produce a significant piece or series that becomes the focal point of their portfolio. They submit a proposal that determines the form and scope of their final project. This project requires students to integrate their creative abilities, design knowledge and personal aesthetics with technical prowess.

### Course Critical Performance

By the end of the course, students will have demonstrated the ability to independently complete a creative project that represents a significant addition to their portfolio.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Exhibit originality and personal creativity by creating a singular or series-based portfolio piece that form the nucleus of their portfolios.
2. Display an ability to work independently while self-managing a project from concept to completion of professional size and scope.
3. Conduct research of current trends and/or a product's viability in a proposed studio project.
4. Synthesize personal creative abilities and aesthetic sensibilities with design knowledge and technical skills in the creation of professional-level work.
5. Self-evaluate and assess through critical analysis and comparison to existing work in the professional marketplace.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.