

# Graphic Design

## ILLUSTRATION MAJOR

### Curriculum Standards

# 2023-2025





# CURRICULUM STANDARD

GRAPHIC DESIGN: ILLUSTRATION MAJOR

**2023 - 2025**

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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 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. Students create a portfolio that celebrates the power of their imaginations and can be used to launch their career.

## Areas of Study

- Graphic Design
- Illustration
- Typography
- Visual Design
- Drawing
- Communications
- Digital Media
- Desktop Publishing
- Portfolio Development
- UI/UX Design

## 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.

FALL 2023 21 CREDITS	GRDN 2903 Structure and Content: Page Layout Fundamentals 3 CREDITS	GRDN 2900 Digital Imaging for Graphic Design 3 CREDITS	GRDN 2901 Digital Illustration for Graphic Design 3 CREDITS	GRDN 2908 Image Creation: Media, Method & Technique 3 CREDITS	GRDN 2922 Graphic Design Illustration Seminar 3 CREDITS	DSGN 2903 Design Concepts 3 CREDITS	General Elective (Choose one) 3 CREDITS	
WINTER 2024 21 CREDITS	GRDN 2904 Introduction to Typography 3 CREDITS	GRDN 2905 Structure and Content: Form Follows Function 3 CREDITS	GRDN 2923 Identity and Brand Development 3 CREDITS	GRDN 2918 Image Creation: Illustrating the Designed World 3 CREDITS	GRDN 2919 Image Creation: Illustrating the Natural World 3 CREDITS	HIST 2914 Graphic Design & Illustration History 3 CREDITS	ENTR 2010 Marketing and Online Promotion: Graphic Design 3 CREDITS	
SPRING 2024 6 CREDITS	GRDN 2920 Image Creation: Photography for Illustration 3 CREDITS	CHOOSE 1: GRDN 2917 Interface Design 3 CREDITS GRDN 2913 Design for Large Format 3 CREDITS						

FALL 2024 21 CREDITS	GRDN 3914 Supplemental Digital Tools 3 CREDITS	GRDN 3902 Structure and Content: Form & Format 3 CREDITS	GRDN 3921 Image Creation: Illustrating Human Beings 3 CREDITS	GRDN 3915 Image Creation: Personal Style Development 3 CREDITS	GRDN 3911 Design Process 3 CREDITS	HIST 3902 Critical Issues: Context and Preparation 3 CREDITS	ENTR 3906 Preparing for Professional Life: Graphic Design 3 CREDITS	
WINTER 2025 21 CREDITS	GRDN 3906 Information Design 3 CREDITS	GRDN 3908 Visual Arts and the Digital Realm 3 CREDITS	GRDN 3918 Image Creation: The Dynamic Sequence 3 CREDITS	GRDN 3917 Image Creation: Editorial and Book Illustration 3 CREDITS	GRDN 3916 Image Creation: Sequential Illustrations 3 CREDITS	ENTR 3916 Preparing for Career in Graphic Design 3 CREDITS	General Elective (Choose one) 3 CREDITS	
SPRING 2025 6 CREDITS	CHOOSE 1: INST 3902 Senior Practicum 6 CREDITS INST 3910 Senior Project: 3D Digital Design 6 CREDITS							

Total Diploma Credits: 96

## 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
	General Elective (Choose one)	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 2923	Identity and Brand Development	3	45	90	GRDN 2901 GRDN 2900
GRDN 2918	Image Creation: Illustrating the Designed World	3	45	90	None
GRDN 2919	Image Creation: Illustrating the Natural World	3	45	90	None
HIST 2914	Graphic Design/Illustration History	3	45	90	None
ENTR 2010	Marketing and Online Promotion: Graphic Design	3	45	90	None

Total of credits: 21.00

## Spring 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites	
GRDN 2920	Image Creation: Photography for Illustration	3	45	90	GRDN 2900 GRDN 2901	
Choose one:	GRDN 2917	Interface Design	3	45	90	None
	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	Supplemental Digital Tools	3	45	90	GRDN 2900 GRDN 2901
GRDN 3902	Structure and Content: Form and Format	3	45	90	GRDN 2905
GRDN 3921	Image Creation: Illustrating Humans and Beings	3	45	90	GRDN 2918 GRDN 2919
GRDN 3915	Image Creation: Personal Style Development	3	45	90	GRDN 2900 GRDN 2901
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 2010

Total of credits: 21.00

## Winter 2

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 3918	Image Creation: The Dynamic Sequence	3	45	90	GRDN 3914
GRDN 3917	Image Creation: Editorial and Book Illustration	3	45	90	GRDN 3914 GRDN 3915
GRDN 3916	Image Creation: Sequential Illustrations	3	45	90	GRDN 3914 GRDN 3915
ENTR 3916	Preparing for a Career in Graphic Design	3	45	60	ENTR 3906
	General Elective (Choose one)	3	45	60	None

Total of credits: 21.00

## Spring 2

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

Total of credits: 6

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

Academic Dean: Jared Peters

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 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: Jared Peters

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 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. Create imagery that communicates specific information and/or expresses specific ideas and concepts.
5. 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: Jared Peters

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 imaginative illustrations with the basic tools and techniques used in creating vector-based digital imagery. Emphasis is on controlling line quality as well as the tonal, color and textural characteristics of graphic objects. In addition, you explore the context and purpose of the illustrative work by combining images with text based elements and adjusting the physical form.

## 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: Jared Peters

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 Learning Outcomes

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

1. Generate accurate renderings using graphite and ink.
2. Produce washes of colour and tone using a variety of media.
3. Make original surface textures and patterns using various techniques.
4. Combine two or more media and/or techniques compositionally.
5. 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: Jared Peters

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 and illustration. They create a number of discussion papers and presentations that give meaning to the terms graphic design and illustration. In addition, they compare career opportunities and possibilities within the graphic design/illustration industries and domains, utilize online resources available to both and identify organizations helpful to and associated with each concentration.

## 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 realms of graphic design and/or illustration.
2. Research additional educational opportunities and possibilities in the fields of graphic design and/or illustration.
3. Discuss professionally-oriented issues of relevance to graphic designers and/or illustrators in a contemporary social context.
4. Differentiate between art, design and fine craft and explain the place of graphic design and/or illustration in contemporary North American society.
5. 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: Jared Peters

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 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 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: Jared Peters

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 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 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: Jared Peters

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 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 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 2923 Identity and Brand Development

Academic Dean: Jared Peters

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 branding process from concept to completion. Through research and discovery, students create a strategy that guides visual identity development and design. Branding is the creation of a unique identity for organizations, businesses, governments and/or any group of people. Brands usually consist of a name, symbol, colours, fonts, imagery, tone/personality and positioning, and are often accompanied by a set of guidelines and standards that govern the application and usage of their brand. Students will come to understand what a brand is and how they can create and deploy successful ones.

## Course Learning Outcomes

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

1. Structure a brand strategy that is appropriate and meets the needs of a specific client.
2. Develop the range of symbols, visual assets, and elements that comprise a brand identity.
3. Design a symbol for a specific entity that is appropriate to their specific needs.
4. Create a brand application manual.
5. Create simulated branding assets, mock-ups, etc. to aid in further testing and application of a brand.

## 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 2918 Image Creation: Illustrating the Designed World

Academic Dean: Jared Peters

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 render the designed world of mankind by using isometric perspective as well as one, two, and three point perspective to produce multiple viewpoints as they learn to recreate and interpret manmade objects and architectural interior and exterior scenes. Students will also learn to portray the effects of artificial and natural light on created environments and objects. They will learn techniques to help recreate the textures, patterns and structures unique to the world created by man. Finally they will use this knowledge and their own imaginations to envision imaginary places and things.

## Course Learning Outcomes

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

1. Render objects and architecture using an isometric perspective grid as well as one, two and/or three point perspective.
2. Create architectural landscapes and/or interiors that accurately visualizes both natural and artificial light sources as well as a combination of both.
3. Properly visualize and render recurring textures and patterns of the designed world.
4. Create scenes and objects from the imagination that reflect an understanding of the designed world.
5. Interpret and render complex objects and structures that are comprised of forms other than the typical rectilinear, spherical and cylindrical forms that are common in the artificial world.

## 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 2919 Image Creation: Illustrating the Natural World

Academic Dean: Jared Peters

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 interpret the natural world as they learn to draw the landscape and associated atmospheric effects such as atmospheric perspective, fog, rain, fire etc. They will also learn to draw flora and fauna from both life and reference. Students will learn techniques to recreate naturally occurring textures and component structures such as hair, fur, skin, scales etc. They will gain a visual understanding of physical structures and natural proportions that commonly recur in nature and how to reproduce them and/or incorporate them in the creation of imaginary places and creatures.

## Course Learning Outcomes

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

1. Create dynamic scenes that explore mood and atmosphere that displays an ability to render atmospheric perspective and naturally occurring lighting effects such as fog, rain and fire.
2. Through observation, incorporate common and recurring natural proportions as well as perspective into illustration work.
3. Create scenes and creatures from the imagination that reflect the physical and biological world.
4. Identify and draw recurring and repetitive structures with proper perspective and depth.
5. Incorporate specific techniques that facilitate the creation of naturally occurring textures such as hair, fur, skin, bark, etc.

## 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: Jared Peters

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 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 2010 Marketing and Online Promotion: Graphic Design

Academic Dean: Jared Peters

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-world activity in an area pertinent to their field of study.

### 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. Analyze portfolios and promotional materials from various design and graphic design businesses.
4. Refine communication skills at every level through practice and presentation.
5. Create a digital portfolio intended to aid in finding employment or clients.
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 2920 Image Creation: Photography for Illustration

Academic Dean: Jared Peters

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.

## 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 2917 Interface Design

Academic Dean: Jared Peters

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 Learning Outcomes

Upon the successful completion 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.
5. Respond to the particular and specific needs of a client and/or target audience.

## 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: Jared Peters

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 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 3914 Supplemental Digital Tools

Academic Dean: Jared Peters

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 software and tools that are commonly used in both graphic design and illustration but fall outside of the core technologies used. As they complete a number of 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 Learning Outcomes

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

1. Properly use specific digital tools that are supplemental to design and illustration.
2. Create imagery that incorporates basic temporal and/or spatial concepts.
3. Create simple and basic animated moving illustrations.
4. Utilize type and imagery in a temporal and/or spatial context.

## 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: Jared Peters

Requisites: GRDN 2905

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 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 3921 Image Creation: Illustrating Humans and Beings

Academic Dean: Jared Peters

Requisites: GRDN 2918, GRDN 2919

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 draw humans and translate that knowledge to the imaginary as they conceptually develop non human beings. They generate anatomically focused studies incorporating facial structures, musculature, and proper body proportions as they bring the subject to life by adding action and expression.

## Course Learning Outcomes

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

1. Accurately render the human figure.
2. Effectively depict the dynamics of the body in motion.
3. Create characters that clearly communicate emotion through body language and facial expression.
4. Conceptualize and design beings from the imagination that reflect an understanding of human anatomy and human expression.

## 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 3915 Image Creation: Personal Style Development

Academic Dean: Jared Peters

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 work towards developing a unique personal style that defines their illustration work. Through research into historical and contemporary illustration and illustrators, students will begin to develop their style and to apply it in their creativity. They will investigate and experiment with the ideas and concepts from the art world as they push their creative boundaries. As well, they will be encouraged to incorporate their own personalities, interests and values in their work as they seek an authentic artistic voice.

## Course Learning Outcomes

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

1. Experiment with a variety of media, an assortment of formats and range of creative styles.
2. Synthesize historical and contemporary influences into their illustration work.
3. Look to the fine art world for stylistic and aesthetic inspiration
4. Explore the stylization and abstraction of form as a method of personal expression.
5. Create illustrative work that reflects one's personal values and interests.
6. Develop an authentic personal aesthetic and consistently apply it in illustration work.

## 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: Jared Peters

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 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: Jared Peters

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 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: Jared Peters

Requisites: ENTR 2010

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 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. Review, refine and update portfolio, promotional materials, resumés and/or CVs.
4. Develop a personal brand identity and accompanying self-promotional materials.
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: Jared Peters

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 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: Jared Peters

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 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 3918 Image Creation: The Dynamic Sequence

Academic Dean: Jared Peters

Requisites: GRDN 3914

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

## Course Description

In this course, students add movement and narrative to their visual creations. They engage with planning and pitching visual projects. While this is not an animation course, the addition of a temporal/spatial component opens new possibilities for illustrators allowing them to broaden their expressions and add depth to their messages.

## Course Learning Outcomes

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

1. Plan, illustrate and layout storyboards that communicate a story or pitches an idea.
2. Create original illustrations that include a temporal and/or spatial component.
3. Create movement with standard timeline functions such as keyframes and "tweens".
4. Prepare traditional analogue based assets for temporal and/or spatial manipulation in the digital realm.
5. Create narrative sequences and/or temporal illustrations that evoke an emotional response.

## 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 3917 Image Creation: Editorial and Book Illustration

Academic Dean: Jared Peters

Requisites: GRDN 3914, GRDN 3915

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 to interpret content and convey its emotional timbre in a manner that resonates with the reader and viewer. They will create image-based solutions that illuminate, support and contextualize the messages written and contained within a publication. Students will also look to create imagery that comments on current events and journalistic based content.

## Course Learning Outcomes

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

1. Create responsive imagery that supports and contributes to specific ideas, concepts and/or viewpoints
2. Create imagery that visually supports and/or augments a given body of copy.
3. Provide visual context by creating imagery that critiques or supports a political position, particular point of view and/or demonstrates knowledge and understanding of current events.
4. Understand and engage collaboratively in the editorial process while working within simulated and situational boundaries.

## 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 3916 Image Creation: Sequential Illustration

Academic Dean: Jared Peters

Requisites: GRDN 3914, GRDN 3915

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 visually interpret written narratives. From storyboarding to comic strips to graphic novels and manga, students will explore the creative possibilities present in this art form. Students will learn basic narrative structure and storytelling techniques as they combine images and words in a manner that both informs and entertains. As they learn to communicate stories through sequenced imagery, students will learn about narrative structures and storytelling techniques. Through the telling of visual stories students will discover the political and cultural impact that can exist in this art form.

## Course Learning Outcomes

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

1. Synthesize the work of noted artists and subjects both contemporary and historical in nature into sequential based illustration.
2. Work competently within a variety of narrative forms and structures
3. Develop basic storytelling skills.
4. Develop the work process needed in the planning, sketching, inking and colouring of sequential illustration formats.
5. Conceive and develop characters that look dimensionally consistent throughout a range of points of view and story lines.

## 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: Jared Peters

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 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. Develop and Refine presenting oneself to clients or as in an interview..
7. Design and produce a printed portfolio.

## 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: Jared Peters

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 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: Jared Peters

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 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%.