Course Code: Title	GRD102: DESIGN 1 (DESIGN PRINCIPLES)
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	19F
Course Description:	This is a course focused in the fundamentals of 2 and 3 dimensional design, visual language and colour theory. Emphasis is placed on professional practices, problem solving, use of design principles, processes and creative thinking. The student will learn the importance of developing creative solutions to visual problems presented in a context of accuracy, cleanliness in presentation and adherence to deadlines. Presented in a digital format, the course content will revolve around creating visual solutions to digitally based problems.
Total Credits:	6
Hours/Week:	6
Total Hours:	90
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	ADV125
This course is a pre-requisite for:	GRD202
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1094 - DIGITAL MEDIA** VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project. VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user. VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies. VLO 6 Use recognized industry practices throughout the design process and related business tasks. VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations. VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective

	communication.
	EES 3 Execute mathematical operations accurately.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
Other Course Evaluation & Assessment Requirements:	Lates: An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade. If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed, the maximum allowable grade is 50% D when the assignment is submitted for evaluation. A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below. Fail: A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory of a D grade level or in which the directions have not been followed correctly. Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor immediately to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment. Maximum grade for a failed assignment is a C (65%) If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.
Books and Required Resources:	Graphic Design: The New Basics by Ellen Lupton and Jennifer Cole Phillips Publisher: Princeton Architectural Press Understanding Color: An Introduction for Designers by Linda Holtzschue Publisher: John Wiley and Sons

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Demonstrate an understanding of the definition of Graphic Design.	1.1 Document research and cite sources. 1.2 Communicate a concise definition of graphic design based upon RGDOntario definition of graphic design.
Course Outcome 2	**Learning Objectives for Course Outcome 2**

	Demonstrate an ability to produce digital comprehensives that are accurate, and on time.	2.1 Practice the ability to produce clean and accurate presentations in adherence with project and program guidelines. 2.2 Demonstrate an understanding and employ both imperial and metric measurement systems in projects. 2.3 Demonstrate the ability to meet scheduling and deadline requirements of projects. 2.4 Produce final comprehensives organized and submitted as PDF format files using Acrobat.
	Course Outcome 3	**Learning Objectives for Course Outcome 3**
	Demonstrate an understanding of basic colour theory (Itten).	3.1 Demonstrate an understanding of basic colour theory (Itten) including colour wheel, complimentary, tints/tones, analogous, tridactic harmonies, primary, secondary and tertiary colours, and value equivalents. 3.2 Demonstrate the ability to use software to reproduce colour to a level of accuracy required by the project. 3.3 Demonstrate the ability to effectively use colour in print-based, digitally based and Web-based applications.
	Course Outcome 4	**Learning Objectives for Course Outcome 4**
	Demonstrate an ability to use visual language to communicate concepts to others.	4.1 Demonstrate the ability to evoke a variety of emotions in the viewer. 4.2 Demonstrate the ability to communicate abstract concepts using compositional techniques, gestalt theories, colour, shape, form, pattern, rhythm, balance, unity and contrast.
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	Demonstrate an ability to identify design problems, conduct appropriate research, document process and write effective rationales.	5.1 Employ all stages of traditional design processes including ideas, thumbnails, roughs, semi-comprehensives, and final comprehensives. 5.2 Demonstrate the ability to make judgements on the appropriate level of accuracy and detail required at each stage of development. 5.3 Practice clearly identifying a design problem to explore. 5.4 Employ SMART objectives in design solutions. 5.5 Practice literary review research methods. 5.6 Practice ethnographic research techniques when appropriate. 5.7 Support design solutions through research via writing effective rationale.
	Course Outcome 6	**Learning Objectives for Course Outcome 6**
	Demonstrate an understanding of creative thinking techniques.	6.1 Develop an ability to be open-minded to new ideas. 6.2 Demonstrate an ability to develop ideas without prejudgment. 6.3 Demonstrate an ability to apply visual research in creative development. 6.4 Demonstrate an ability to employ different creative techniques such as, but not limited to, mind mapping, research driven design, free association, visual research. 6.5 Practice the ability to take creative chances and discuss them in a group setting with confidence.

Evaluation Process and

	Evaluation Type	Evaluation Weight
Grading System:		
	Individual Assignments-Projects	100%

Date:	June 17, 2019
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.