



## COURSE OUTLINE: GRD105 - PROF PRACTICES 1

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Approved: Bob Chapman, Chair, Health

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| <b>Course Code: Title</b>                                                                            | GRD105: PROFESSIONAL PRACTICES 1 DESIGN RESEARCH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Program Number: Name</b>                                                                          | 1094: DIGITAL MEDIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Department:</b>                                                                                   | GRAPHIC DESIGN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Semesters/Terms:</b>                                                                              | 20F                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Course Description:</b>                                                                           | A sound understanding and practical applications of design research, information gathering techniques, and documentation of both formative and summative data, will be the end goal of this course. Through coaching and practice methods, students will gain insights into strategies that will guide them through the process for providing their clients with what is actually needed, versus what the client wants. With a good foundation in using research to approach and understand any design problem the participant may face in their future careers, the professional designer will be able to provide a better and more competitive service to their clients in any visual communications problem encountered. |
| <b>Total Credits:</b>                                                                                | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Hours/Week:</b>                                                                                   | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Total Hours:</b>                                                                                  | 45                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Prerequisites:</b>                                                                                | There are no pre-requisites for this course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Corequisites:</b>                                                                                 | There are no co-requisites for this course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Substitutes:</b>                                                                                  | ADV311                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>                                | <b>1094 - DIGITAL MEDIA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Please refer to program web page for a complete listing of program outcomes where applicable.</b> | 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 5 Communicate ideas, design concepts and opinions clearly and persuasively to others.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                                                                                      | VLO 6 Use recognized industry practices throughout the design process and related business tasks.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                      | VLO 7 Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                                                                                                      | VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                                                                      | VLO 9 Keep current with visual media design trends, technologies and industry practices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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|                                                                       | <p>using strategies that enhance work performance and guide professional development.</p> <p>VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Essential Employability Skills (EES) addressed in this course:</b> | <p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 3 Execute mathematical operations accurately.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>                                                                                                                                                  |
| <b>Course Evaluation:</b>                                             | <p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Other Course Evaluation &amp; Assessment Requirements:</b>         | <p>Assignments = 100% of final grade<br/>All assignments must be submitted to a satisfactory level to achieve credit for this course.</p> <p>Lates:<br/>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.</p> <p>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.</p> <p>A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.</p> <p>Fail:<br/>A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory D grade level or in which the directions have not been followed correctly.</p> <p>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.</p> <p>Maximum grade for a failed assignment is C (65%)</p> |

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If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

**Books and Required Resources:**

A Designer’s Research Manual by Jenn and Ken Visocky O`Grady  
 Publisher: Rockport Edition: 2nd updated & expanded  
 ISBN: 9781631592621

The Business of Graphic Design- A Professional’s Handbook by Hilary Ashworth  
 Publisher: RGD Edition: 3rd  
 ISBN: 9780968873458

**Course Outcomes and Learning Objectives:**

| <b>Course Outcome 1</b>                                                                               | <b>Learning Objectives for Course Outcome 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Identify design problems, plan and document design solutions.                                         | 1.1 Develop a project plan and demonstrate the ability to use design research information to direct a creative solution to a design problem.<br>1.2 Write an effective and concise design problem statement using SMART objectives.<br>1.3 Demonstrate an ability to document design process and cite sources for design research.<br>1.4 Demonstrate an ability to defend design solutions by communicating a design rationale for any design project in verbal and written form.<br>1.5 Demonstrate an ability to include user testing methods as required in design process and document the results. |
| <b>Course Outcome 2</b>                                                                               | <b>Learning Objectives for Course Outcome 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Use and identify different approaches to research and information gathering.                          | 2.1 Use research techniques to fully understand the content and subject matter of the assignment at hand.<br>2.2 Use research techniques to identify potential production problems.<br>2.3 Demonstrate an ability to gather and analyze ethnographic, quantitative, qualitative, and literary research information.                                                                                                                                                                                                                                                                                      |
| <b>Course Outcome 3</b>                                                                               | <b>Learning Objectives for Course Outcome 3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Develop a sound understanding of the Graphic Design profession and the rules of professional conduct. | 3.1 Review definition of Graphic Design.<br>3.2 Develop an understanding of areas of specialization.<br>3.3 Develop an understanding of how a graphic design studio works.<br>3.4 Review rules of professional conduct as defined by RGD Ontario.                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Outcome 4</b>                                                                               | <b>Learning Objectives for Course Outcome 4</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Demonstrate an understanding of intellectual property rights.                                         | 4.1 Review and demonstrate an understanding of trademark, copyright, moral rights and electronic rights as defined by Canadian copyright law.<br>4.2 Demonstrate how copyright laws influence the business of design.                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Outcome 5</b>                                                                               | <b>Learning Objectives for Course Outcome 5</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Apply effective business                                                                              | 5.1 Develop an awareness of building client relationships.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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|                                               | practices and project management skills appropriate to the Graphic Design field, in a self-managed business and in a studio setting.                                    | 5.2 Practice delivering presentations and speaking at meetings.<br>5.3 Develop strategies as to pricing of design services.<br>5.4 Create a proposal or estimate documents.<br>5.5 Demonstrate an ability to project estimated time and record actual time to derive a profit/loss statement.                                                    |                 |                   |          |      |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------|----------|------|
|                                               | <b>Course Outcome 6</b>                                                                                                                                                 | <b>Learning Objectives for Course Outcome 6</b>                                                                                                                                                                                                                                                                                                  |                 |                   |          |      |
|                                               | Develop personal and professional strategies to help improve job performance and professional relationships with clients, coworkers, and supervisors.                   | 6.1 Demonstrate an ability to complete a self-analysis of work.<br>6.2 Demonstrate an ability to develop resumes and self-promotional materials.<br>6.3 Practice interview techniques.<br>6.4 Apply strong Interpersonal Skills, Verbal and Non-Verbal Communication, Problem Solving and Negotiation Skills, Decision Making and Assertiveness. |                 |                   |          |      |
| <b>Evaluation Process and Grading System:</b> | <table border="1"> <thead> <tr> <th>Evaluation Type</th> <th>Evaluation Weight</th> </tr> </thead> <tbody> <tr> <td>Projects</td> <td>100%</td> </tr> </tbody> </table> |                                                                                                                                                                                                                                                                                                                                                  | Evaluation Type | Evaluation Weight | Projects | 100% |
| Evaluation Type                               | Evaluation Weight                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                  |                 |                   |          |      |
| Projects                                      | 100%                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                  |                 |                   |          |      |
| <b>Date:</b>                                  | August 13, 2020                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                  |                 |                   |          |      |
| <b>Addendum:</b>                              | Please refer to the course outline addendum on the Learning Management System for further information.                                                                  |                                                                                                                                                                                                                                                                                                                                                  |                 |                   |          |      |

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