COURSE OUTLINE: GRD202 - DESIGN 2

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Course Code: Title	GRD202: DESIGN 2 (DESIGN STRATEGIES)
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Academic Year:	2024-2025
Course Description:	In this course, students will be challenged to solve visual problems by creating communication pieces such as book covers, editorial design, and advertising design and initial web design concepts and approaches. Students will learn concepts in consistency, grid systems, brand identity, design process, and print vs. web applications.

Students will be required to defend their design decisions at formal critique sessions with reference to research completed on each project topic. The course will culminate in the development of a portfolio of work that students may use to assist in finding summer work or internships in the design industry. This course will be a preparation for larger scale projects delivered in design 3 and 4 in following semesters. |
Total Credits:	6
Hours/Week:	6
Total Hours:	126
Prerequisites:	GRD102
Corequisites:	There are no co-requisites for this course.
Substitutes:	ADV238
This course is a pre-requisite for:	GRD301, GRD302, GRD305
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 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 using strategies that enhance work performance and guide professional development.
	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 A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.	
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 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 c (65%).

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.
From time to time the results of student projects assigned during the duration of this course may be used for college promotional purposes. Where possible credit for the work will be provided (student name) in conjunction with the display of the work.
Original sources and copyright owners of all imagery used in projects by students for educational purposes must be documented and submitted as part of a bibliography for each assignment. In the event that borrowed imagery (stock photos and illustrations) are not to be used for promotional purposes the college reserves the right edit the work to replace those images with those that are within the terms of copyright agreements suitable for college promotion.
Other than a name credit no additional compensation will be provided to the student for the use of their work on college promotional materials.

Opting out
It is assumed that all student completed as part of a Sault College course work will be eligible for consideration however, if a student wishes to not allow the college to use their work the student is required to write a letter to the coordinator indicating their intention to opt out of this initiative. There will be no penalty applied to the student for opting out of this plan.

Course Outcomes and Learning Objectives:	**Course Outcome 1**	**Learning Objectives for Course Outcome 1**
	Develop an ability to use documented design research and process to communicate design concept to others.	1.1 Use a creative process to generate ideas, thumbnails and proposed design solutions on a project. 1.2 Demonstrate an ability to approach a design project in a wholistic manner. 1.3 Demonstrate an ability to use research skills (ethnographic and literary reviews) to help direct and justify design solutions. 1.4 Develop a series of design iterations to explore possible solutions. 1.5 Demonstrate an ability to craft clean, accurate and meaningful design solution presentations that communicate concepts to the audience. 1.6 Demonstrate an ability to write an effective design problem statement. 1.7 Demonstrate an ability to write a design rationale providing the reasons why and proof that the design achieves its intended goal.
	Course Outcome 2	**Learning Objectives for Course Outcome 2**
	Develop visually appropriate and consistent design systems to aid in the development of larger projects.	2.1 Use of grid and colour systems. 2.2 Demonstrate an ability to communicate design intent to other designers and production people. 2.3 Demonstrate an ability to communicate design intent to clients and superiors. 2.4 Demonstrate the ability to achieve visual and typographic consistency on a larger scale project. 2.5 Demonstrate an understanding of grid system applications.
	Course Outcome 3	**Learning Objectives for Course Outcome 3**

	Demonstrate an ability to employ visual, organizational, and typographic design systems in a multi- page document.	3.1 Use ABA form and gridforms to create a standard on which to develop multipage documents. 3.2 Correctly use paragraph and character styles to ensure typographic consistency within a document. 3.3 Demonstrate an ability to create and use visual, organizational and typographic systems in print- based, digitally based books and websites.
	Course Outcome 4	**Learning Objectives for Course Outcome 4**
	Demonstrate an ability to present work in a portfolio format.	4.1 Demonstrate the ability to gather and curate work into a portfolio showing a cross section of current skills. 4.2 Explore portfolio formats including print and digital and Web-based approaches. 4.3 Compare and contrast different ways of presenting a portfolio of work. 4.4 Practice discussing work in a portfolio format.
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	Incorporate system design using a variety of software packages.	5.1 Show the ability to create effective and original digital artwork that creates a consistent overall design. 5.2 Digitally combine text and graphics to create an original design. 5.3 Use design elements over an array of promotional pieces to create a unified and specific look. 5.4 Develop visually consistent solutions to multi-faceted digital design problems digitally.
	Course Outcome 6	**Learning Objectives for Course Outcome 6**
	Develop and implement solutions to design problems.	6.1 Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management. 6.2 Demonstrate the ability to work within project restrictions and time limitations. 6.3 Make effective design presentations, as per instructor specifications, regarding directions and quality. 6.4 Document steps taken within the design process to enable the development of sound design approaches.

Evaluation Process and Grading System:		
	Evaluation Type	**Evaluation Weight**
	Assignments and Reports	100%

Date:	June 14, 2024
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.