COURSE OUTLINE: GRD402 - DESIGN: SENIOR 2

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Course Code: Title	GRD402: DESIGN: SENIOR 2
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Academic Year:	2025-2026
Course Description:	In this final semester course, the participant will be challenged with developing design projects that enhance the public good. Wherever possible, participants will work with not for profit clients to solve community-based design problems. Senior level students in Design will be challenged with developing visual materials to solve design problems found in real life scenarios. Participants will be encouraged to use design for social good and explore how the community can benefit from the use of good design. Design advocacy and professionalism will be a main focus of this final semester course.This is a student directed course facilitated by a professional designer and will replicate a real life design studio as much as possible.
Total Credits:	8
Hours/Week:	6
Total Hours:	126
Prerequisites:	GRD302
Corequisites:	There are no co-requisites for this course.
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.

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	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 (60%) 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	

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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 and implement solutions to problems encountered in all phases in the graphic design process.	1.1 Identify design problems, plan and document solutions. 1.2 Demonstrate an industry standard ability to defend design solutions based upon research and proposed project plan. 1.3 Develop a project plan to guide research and creativity.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Create visual communications through the application of design theories and principles to develop effective design solutions.	2.1 Develop and use a systematic approach to multifaceted projects. 2.2 Demonstrate the ability to employ learned concepts such as colour theory, composition, unity, contrast in design solutions. 2.3 Demonstrate the ability to propose design solutions appropriate to the defined problem.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Apply typographic skills and knowledge to create effective visual communications.	3.1 Identify and analyze the reading audience and employ appropriate typographic strategies to aid in communication. 3.2 Employ previously learned typographic principles in projects.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Communicate effectively, credibly, and accurately with clients, supervisors, coworkers and target audiences by using a variety of media.	4.1 Practice oral presentation skills in the form of critiques of work in progress and final presentations. 4.2 Ensure credibility by referencing research sources in oral and written presentations. 4.3 Demonstrate an ability to create written presentations and reports for assignments employing appropriate grammar and correct spelling and formatting of report.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
Develop personal and professional strategies and plans to improve job performance and	5.1 Conduct oneself as a professional within the classroom setting. 5.2 Abide by the RGDOntario code of professional conduct and Sault College student code of conduct.

	professional relationships with clients, coworkers and supervisors.	5.3 Demonstrate an ability to accept and employ constructive criticism. 5.4 Demonstrate an ability to be self-reflective about work in progress and suggest areas for future improvement.
	Course Outcome 6	**Learning Objectives for Course Outcome 6**
	Use a variety of technologies to create, capture, and manipulate design elements in producing a final product.	6.1 Demonstrate an ability to choose and employ appropriate technologies in the development of a project including, but not limited to, technologies such as Web, video, traditional illustration and craft, and digital.

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

Date:	December 19, 2025
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.