



COURSE OUTLINE

GRD406

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Prepared: Terry Hill Approved: Sherri Smith

Course Code: Title	GRD406: CAPSTONE DESIGN PROJECT
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semester/Term:	18W
Course Description:	<p>This course gives students the opportunity to develop a large scale final project in an area of design specialty of their own choosing. Project timelines will vary but generally a typical design project will be estimated at between 100 and 200 hours for the semester (5-10 hours per week).</p> <p>It is the intention of this course to give the students valuable experience and a portfolio piece exemplifying the area of design specialization that will most benefit the individual students own career aspirations in the design field. Design research and documentation, budget planning, and time tracking will be a required component of any project in the course</p> <p>Students will be required to meet on a regular predetermined basis with peers, mentors and faculty to discuss work in progress as well as present their final work to a group at the end of the semester. Meeting times will be suggested by the student based on their individual design project proposals</p>
Total Credits:	8
Hours/Week:	1
Total Hours:	125
Prerequisites:	GRD302, GRD303
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.</p> <p>#2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.</p> <p>#3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.</p> <p>#4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.</p> <p>#5. Communicate ideas, design concepts and opinions clearly and persuasively to others.</p> <p>#6. Use recognized industry practices throughout the design process and related business tasks.</p>



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	<p>#7. Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.</p> <p>#8. Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.</p> <p>#9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.</p> <p>#10. Assess, select and use a variety of digital media technologies when developing design solutions.</p>
Essential Employability Skills (EES):	<p>#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>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#3. Execute mathematical operations accurately.</p> <p>#4. Apply a systematic approach to solve problems.</p> <p>#5. Use a variety of thinking skills to anticipate and solve problems.</p> <p>#6. Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>#7. Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>#10. Manage the use of time and other resources to complete projects.</p> <p>#11. Take responsibility for ones own actions, decisions, and consequences.</p>
Course Evaluation:	Passing Grade: 50%, D
Other Course Evaluation & Assessment Requirements:	<p>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.</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: 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>



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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.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Final Presentation	40%
Progress Meeting Documentation	40%
Proposals	20%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Identify design problems, plan and document design solutions.

Learning Objectives 1.

- Use provided documentation structure to document design problem statements.
- Develop a project plan to guide design research and creativity.
- Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research.
- Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
- Demonstrate an ability to include user testing methods as required in design process and document the results.

Course Outcome 2.

Demonstrate the ability to effectively make professional presentations to educate peers on project specifics and area of specialization.



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Learning Objectives 2.

- Demonstrate the ability to employ a variety of presentation methods (oral, visual(image), written form) to communicate to audience.
- Demonstrate the ability to involve audience in presentation.
- Demonstrate the ability to act professionally during a presentation including, but not limited to, dress, deportment, language, and respect for audience.
- Demonstrate the ability to present all work in a clean, professional manner.

Course Outcome 3.

Create design solutions based on gathered information and user testing.

Learning Objectives 3.

- Use research driven design principles to direct creative solutions.
- Use interim testing phases of project to steer design direction.

Course Outcome 4.

Manage a large independent project in terms of time and quality.

Learning Objectives 4.

- Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.
- Demonstrate the ability to work within project restrictions and time limitations.
- Make effective design presentations, as per instructor specifications, and research findings regarding directions and quality.
- Plan project budgets effectively to ensure project completion and track budget as project unfolds.

Date:

Thursday, August 31, 2017

Please refer to the course outline addendum on the Learning Management System for further information.