

COURSE OUTLINE

Course Name: Type and Image

Department Head/Coordinator: Department Head, **Instructor:** Jessica Rush **Effective Date:** Sept. 2012

School or Centre:	Department:
Centre for Design	Digital Graphic Design

Course History:	Year of Study:
New Course	1st Year Post-secondary

Name of Replacing Course (if applicable):	Course Number:	DGRD 1030
	Number of Credits:	3

Course Pre-requisites (if applicable):

DGRD 1020

Course Co-requisites (if applicable):

PLAR (Prior Learning Assessment & Recognition)

No Yes (details below):

Course Description:

It is the goal of this course that students will be able to identify the key factors that inform a designer's selection, use and treatment of type and image within design projects. Students will make intelligent decisions as they select, source, capture and enhance imagery for design projects. Students will use industry standard tools to format and manipulate type as they work towards building strong visual and verbal relationships. Students will be able to meet all technical requirements and deadlines when taking their solutions to production. While working through these concepts students will develop a proficiency in Adobe Photoshop.

Instructional Strategies:

The methods of instruction for this course are:

- Lectures, interactive demonstrations and discussions
- Independent study through the use of textbooks and reading materials
- Exploratory independent hands-on assignments and projects
- Group assignments and projects
- Self and peer critique discussions

Course Learning Outcomes:

Upon completion of this course students will be able to:

- Make intelligent decisions regarding the selection of imagery for design projects.
- Confidently source, capture and enhance imagery for design projects.
- Build strong visual and verbal relationships to effectively deliver client messages.
- Use industry standard tools to format and manipulate type.
- Communicate effectively and professionally in teams.
- Prepare digital files to a deadline for successful reproduction at service bureaus.

Program Learning Outcomes:

Upon completion of this program students will be able to:

- Develop viable visual and verbal concepts through traditional design processes
- Visually communicate verbal messages and ideas using collateral-specific principles
- Produce a multitude of graphic design applications using industry standard software and tools
- Author design projects proficiently, demonstrating a high degree of both creative and technical ability
- Practice efficient research, analysis, critical thinking and problem-solving techniques
- Effectively manage time, organize, and prioritize in order to meet deadlines
- Produce digital files in appropriate formats and technical specifications for successful reproduction at a variety of service bureaus, both print and web
- Select production methods best suited to both print and web projects
- Exemplify positive peer communications and develop highly efficient teams as required by the design industry
- Justify and present design decisions on the basis of how they relate to the creative brief and client objectives
- Evaluate the design work of peers and self in terms of overall effectiveness
- Produce a professional design portfolio, plan and deploy a public showing of their work, and employ effective job-search strategies
- Practice ethically and sustainably, in order to make a significant contribution to the community

Evaluation/Grading System

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		C

Components and Weighting of the Assessment/Evaluation Plan:

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Assignments	60	Weekly assignments completed in and out of class with set deadlines
Quizzes/Tests	20	A combination of multiple choice and written tests
Other	20	Professional Conduct: Collaboration and teamwork, time management, organization, communication, attendance
	Total	100

Learning Environment/Type

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	75	
Enter Total Hours	75	

Resource Material(s):

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

Course Topics and Sequence Covered:

1. Image theme theories
2. Sourcing, capturing and enhancing imagery
3. Type and image relationships
4. Choosing fonts and strategies based on project influences

VCC Education and Education Support Policies

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at www.bctransferguide.ca.

FOR COMMITTEE USE ONLY

Date Approved by Education Council:		Date Approved by VCC Board (if applicable):	
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