Graphic Design & Foundation for Design

DIPLOMA PROGRAM

LaSalle College Vancouver

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	QUARTER 5	QUARTER 6
CC110 Drawing	GD121 Concept Development	GD231 Corporate Identity	GD329 Portfolio I	GD311 Art Direction	GD432 Senior Project
CC112 Fundamentals of Design	GD230 Digital Illustration	GD212 Electronic Design	GD312 Design and Technology	GD322 Foundation of Electronic Production	GD330 Portfolio II
CC115 Colour Theory	GD223 Photoshop for Prepress	GD221 Production Procedures	GD412 Advertising Design	IMD102 Digital Visual Composition	GD330 Portfolio II
CC133 Digital Imaging	GD131 Typography	GD211 Advanced Typography	GD132 History and Analysis of Design	GD310 Dimensional Design	RS400 Professional Development
MAA121 Life Drawing I	ART102 History of Art in Early Civilization	WS121 Fundamentals of the World Wide Web	WS130 Web Site Development I	MM221 Computer Animation for Multimedia	WS230 Web Site Development II

4 Applied Web Courses		22 Applied Courses		3 General Education Courses			TOTAL 90 CREDITS
12 credits	+	69 credits	+	9 credits	=		

LCI EDUCATION NETWORK MEMBER

Graphic Design & Foundation for Design

COURSE DESCRIPTIONS

QUARTER 1

CC110 DRAWING
This is a fundamental drawing course in which students will explore various methods of applying line, shape, form, shading, proportion, framing and perspective to develop drawings that communicate reality and imagination.
Credits: 3

CC112 FUNDAMENTALS OF DESIGN
Students will explore, identify and implement basic visual design principles and elements. Concept development processes and material manipulation will be used in combination with design principles to create effective and appropriate visual compositions.
Credits: 3

CC115 COLOUR THEORY
The creative process is introduced using the visual elements of additive and subtractive colour and the basic principles of design. This course explores theories regarding physical perception, psychology, and design aspects of colour. A variety of concepts, materials and techniques is used in class to investigate the aesthetic and psychological principles of design and colour.
Credits: 3

CC133 DIGITAL IMAGING
Students develop basic image manipulation skills in a raster-based computer environment.
Credits: 3

MAA121 LIFE DRAWING I
Students gain a technical and artistic working knowledge of how to draw the human form using a combination of gestural and structural techniques. Beginning with the basic gesture short pose drawings and anatomical studies, student's progress to sketching detailed long pose figures representations. Focus will be on learning and developing an effective approach to three- dimensional figure drawing from life that shows composition, volume, expression, movement, anatomical structure, body proportion, light, shading, textures, and contrast.
Credits: 3

QUARTER 2

GD121 CONCEPT DEVELOPMENT
This course emphasizes the conceptualization processes of art and design in determining solutions to course assignments. Students use creative problem solving and research techniques, specifically problem identification, analysis, brainstorming, and idea refinement. They will also produce material which will support portfolio quality projects throughout their study.
Prerequisites: CC110 Drawing and CC112 Fundamentals vof Design
Credits: 3

GD230 DIGITAL ILLUSTRATION
This course helps students communicate and design with the computer as a professional tool. Using different software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.
Credits: 3

GD223 PHOTOSHOP FOR PREPRESS
This course builds upon previous courses to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Students will create visual messages and focused visual statements and gain an understanding of the differences in web and print graphics.
Prerequisite: CC133 Digital Imaging
Credits: 3

GD131 TYPOGRAPHY
This course is an introduction to the history of the evolution and application of typography for the perception of meaning, intention and personality of the written word. Students also explore the use of Illustrator as a design and typesetting tool.
Corequisite: GD230 Digital Illustration
Credits: 3

ART102 HISTORY OF ART IN EARLY CIVILIZATION
This course is a history of art from the Prehistoric and Tribal periods through to the Baroque. Students will study the concepts, artists, works, and styles of the periods through the use of images and projects.
Credits: 3

QUARTER 3

GD231 CORPORATE IDENTITY
This course will explore the role of design in a corporate identity program. Participants develop skills to analyze corporate objectives and apply practical applications. These applications will be part of a structured corporate image system. While the course focuses on corporate identity and its function, logo development is also explored with other business communication solutions.
Prerequisites: GD121 Concept Development, GD131 Typography, and GD230 Digital Illustration
Credits: 3

GD212 ELECTRONIC DESIGN
This course will explore various means of indicating, placing and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software.
Prerequisite: CC133 Digital Imaging
Credits: 3

GD221 PRODUCTION PROCEDURES
The course is designed to help students become proficient in designing and preparing various graphic materials for digital production via new printing technologies, submission to newspapers or magazines, large format signage, and traditional four-, five-, and six-colour presses. Traditional reproduction techniques will be explored, including paste-up techniques, line camera & basic principles/ratios, line screens, and how these relate to bitmap resampling and image/file exporting. Theory and techniques will be explored through lecture/ tutorial series, and put into practice through a series of project assignments designed to exercise both student understanding of techniques and design creativity.
Prerequisites: CC133 Digital Imaging
Credits: 3

GD211 ADVANCED TYPOGRAPHY
This course is a continuation of the study of Typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry-driven software will be used in the development of digital typography and hierarchal skills.
Prerequisites: GD131 Typography
Credits: 3

WS121 FUNDAMENTALS OF THE WORLD WIDE WEB
This course will focus on a variety of topics including basic computer hardware, information systems, the origins of the World Wide Web, an introduction to various web browsers and recent developments concerning the various technologies that form the Internet and World Wide Web. Instruction will also include an examination of Social Media management and techniques for maintaining an active web presence for the primary purpose of professional development and personal marketing.
Credits: 3

QUARTER 4

GD329 PORTFOLIO I
A primary emphasis of this course is the electronic and physical preparation of material for production. Typesetting, pagination, image reproduction, colour specifications, trapping procedures, binding and finishing techniques will be explored. Students will select a major project in design or illustration and develop a "junior project" throughout the duration of the course. They will engage in individual research culminating in a statement of their philosophy of conceptual development and problem solving as it relates to the development of this junior project. Emphasis will be placed upon effective layout and design for multi page document production. This is a portfolio production course.
Prerequisites: GD212 Electronic Designand GD231 Corporate Identity
Credits: 3

GD312 DESIGN AND TECHNOLOGY
This is a major portfolio course that will introduce students to the electronic preparation of material for production. Key multi-page print and dimensional projects allow for exploration of conceptual approaches, typography, illustration, image reproduction and manipulation, colour approaches, trapping procedures, bindery, and finishing techniques. The instructor will act in a mentoring role and help guide students through various creative processes. Particular emphasis will be placed on developing strong concepts appropriate to client needs, attention to detail, design consistency and time management. Through critique, students will learn about and express their creative methods and cognitive processes.
Prerequisites: GD221 Production Procedures to Prerequisite
Credits: 3

GD412 ADVERTISING DESIGN
This course explores various aspects of Advertising Design Communications and emphasizes the development of creative, original concepts. The course material, embedded in the principles of design, typography, and colour, presents diverse advertising theories in relation to targeted audiences, language, and stresses attention to detail, deadlines, and professional presentation. Through a variety of case studies, the course analyses the business of advertising and the business ethics. Students will create multi-platform advertising campaigns and learn about the theories, methods, and strategies for effectively selling a product and explore product concepts, price, promotion, and distribution as they relate to advertising. Lectures include a review of the history of advertising, multi-platform advertising campaigns, experimental approaches in advertising, current trends in advertising, consumer-created advertising, and advertising through social media.
Credits: 3

GD132 HISTORY AND ANALYSIS OF DESIGN
Students will be introduced to a study of the art movements that have structured the field of graphic design. They will analyze political, social, and economic influences that underpin contemporary design and design trends.
Prerequisite: None
Credits: 3

WS130 WEB SITE DEVELOPMENT I
Students will learn to create effective websites with maximum browser compatibility utilizing authoring software. Students will learn how to apply their skills to construct a commercial website with Web accessibility. Students will also learn advanced HTML and CSS.
Credits: 3

QUARTER 5

GD311 ART DIRECTION
This course will exhibit the role of the Art Director in producing multi-faceted design projects. Exercises will train students in coordinating creative efforts from concept to finished product. A team environment is emphasized and will acquaint the students with the necessity of leadership ability, communication and negotiating skills.
Prerequisites: GD212 Electronic Design and GD221 Production Procedures I
Credits: 3

GD322 FOUNDATION OF ELECTRONIC PRODUCTION
This is a major portfolio course that will further develop students' ability to prepare electronic and physical material for production. Key multi-page print and dimensional projects allow for advanced exploration of conceptual approaches, typography, illustration, image reproduction and manipulation, colour approaches, trapping procedures, bindery, and finishing techniques. Students are expected to produce contemporary design solutions for corporate sectors. The instructor will act in a mentoring role and help guide students through various creative processes. Particular emphasis will be placed on developing strong concepts appropriate to client needs, attention to detail, design consistency and time management. Through critique, students will learn about and express their creative methods and cognitive processes.
Prerequisite: GD312 Design and Technology
Credits: 3

IMD102 DIGITAL VISUAL COMPOSITION
This course introduces students to the fundamental terminology, concepts, and techniques of digital visual composition for both static and moving images. Instruction is given on basic techniques of production, including digital still camera as well as camcorder orientation, lighting, set up and operation. The course focuses on the principles of using colour, composition, lighting, and other techniques for overall thematic and visual effects of moving and static images.
Prerequisite: CC133 Digital Imaging
Credits: 3

GD310 DIMENSIONAL DESIGN
Students explore 3D designs and processes and how they relate to advertising design. They will be familiarized with the materials, processes and procedures of 3D design, and study the requirements necessary to scale and construct various dimensional pieces.
Prerequisites: GD212 Electronic Design and GD221 Production Procedures I
Credits: 3

MM221 COMPUTER ANIMATION FOR MULTIMEDIA
This course provides students with an introduction to the Flash authoring environment. Students will explore the procedures and techniques involved in delivering high-impact websites, game/ software interfaces, animation for web and TV. Students will learn to create resizable, small, and compact navigation interfaces, technical illustrations, long-form animations, and many other brilliant special effects.
Credits: 3

QUARTER 6

GD432 SENIOR PROJECT
Students will select, develop and execute a major design or illustration project, including technical, schedule, aesthetic and content considerations. Research will culminate in a product or statement of philosophy, conceptual development and problem solving.
Prerequisite: GD430 Portfolio I
Credits: 3

GD330 PORTFOLIO II
This course will focus on the refinement of previous works into a comprehensive collection representative of Graphic Design skills. Emphasis will be on development, design, craftsmanship and presentation.
Prerequisite: GD329 or GD430, or Permission of the Program Director / Chief Academic Officer
Credits: 6

RS400 PROFESSIONAL DEVELOPMENT
This course is designed to prepare students for the process of gaining employment. They will do this by assessing their personal background, and identifying and pursuing career opportunities through the job search process. They will learn how to market themselves, using such tools as effective cover letters, resumes, and other branded marketing materials. By participating in interview activities, they will practice their listening and communication skills, as well as their ability to read the room by understanding non-verbal communication. They will also develop their skills in problem solving, conflict resolution, decision making, self management, creative thinking and dealing with interpersonal situations found in a work environment.
Credits: 3

WS230 WEB SITE DEVELOPMENT II
This course will guide students through the process of compiling their work into a final interactive web-based portfolio with accompanying professional development content. Students will apply techniques and strategies to market themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills, designing storyboards for their interactive portfolios, creating professional design layouts, creating interfaces, and producing responsive designs.
Prerequisite: WS130 Web Site Development I
Credits: 3

**Where no prerequisite is provided, none is required.*
*Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

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GRAPHIC DESIGN KIT

price: $195.00

LaSalle College
Vancouver

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