



ORIGINAL COURSE IMPLEMENTATION DATE: January 2000
 REVISED COURSE IMPLEMENTATION DATE: January 2025
 COURSE TO BE REVIEWED (six years after UEC approval): September 2030
 Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 101	Number of Credits: 3 Course credit policy (105)										
Course Full Title: Fundamentals of Design Course Short Title: Fundamentals of Design											
Faculty: Faculty of Humanities	Department (or program if no department): Graphic Design										
Calendar Description: Students use design fundamentals in visual communication practice. Through applied projects, students explore elements and principles of design, implement creative processes, apply compositional theories, and critically reflect on their designs. Note: The differential tuition fee includes an Adobe CC subscription for the class duration at no additional cost.											
Prerequisites (or NONE):	None.										
Corequisites (if applicable, or NONE):											
Pre/corequisites (if applicable, or NONE):											
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every semester Maximum enrolment (for information only): 24										
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">30</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">15</td> </tr> <tr> <td>Supervised laboratory hours (design lab)</td> <td style="text-align: center;">15</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;">Total hours</td> <td style="text-align: center;">60</td> </tr> </table>	Lecture/seminar	30	Tutorials/workshops	15	Supervised laboratory hours (design lab)	15			Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	30										
Tutorials/workshops	15										
Supervised laboratory hours (design lab)	15										
Total hours	60										
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>										
Department approval	Date of meeting: February 23, 2024										
Faculty Council approval	Date of meeting: March 8, 2024										
Undergraduate Education Committee (UEC) approval	Date of meeting: September 27, 2024										

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Define graphic design practice and discipline through Indigenous, historical, societal, and historical contexts.
2. Demonstrate the design process from identifying the problem, ideation, and analysis to critical evaluation.
3. Apply design principles, colour and compositional theories for visual communication.
4. Identify the attributes and functions of formal elements, such as form, light, materials, and space in visual communication.
5. Explain basic graphic design terminology and concepts.
6. Demonstrate respectful use of creative and generative assets in visual communication and the ideation process.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	100%	%	%
	%	%	%

Details:

Poster analysis (10%)
 Dot and line compositions (20%)
 Visual narratives (20%)
 Colour compositions (20%)
 Typography compositions (20%)
 Written or audio reflection (10%)

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, workshops, applied project work, presentations, and field trips.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Lupton, E. & Cole Phillips,	Graphic Design The New Basics	2015
2. Textbook	Ambrose, Gavin; and Harris, Paul	The fundamentals of graphic design	2009
3. Textbook	Landa, Robin.	Graphic Design Solutions	2013
4. Online resource	Red Wing, Sadie.	Learning the Traditional Lakota Visual Language Through Shape Play	2016
5. Textbook	Klee, Paul	Pedagogical Sketchbook	2014

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Studio spaces for this course provide access to Adobe CC, scanners and colour printing. Students enrolled in the GDD diploma are required to have a MacBook Pro laptop. Students not enrolled in the GDD diploma program can access a Mac computer while on campus.

Course Content and Topics

- Define graphic design as a discipline in various contexts
- Formal elements: their attributes and functions
- Design principles, composition and colour theory
- Practice creative process of visual communication
- Present and evaluate design outcomes