

# Graphic Design

DIPLOMA PROGRAM



LaSalle College  
Vancouver

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

4 Applied Web Courses 12 credits	+	17 Applied Courses 54 credits	+	3 General Education Courses 9 credits	=	TOTAL 75 CREDITS
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# Graphic Design

## COURSE DESCRIPTIONS

### QUARTER 1

#### 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 of 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 focuses on advanced computer techniques using digital input devices and imaging software to achieve design solutions appropriate to specific audiences. Students learn to create complex effects, superior images and production ready files. Focus is on developing and utilizing advanced techniques in raster and vector-based applications.

*Prerequisite: Submission of portfolio 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.

*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 2

#### 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 explores various means of indicating, placing and manipulating visual elements in page design and multi-page design. Students systematically develop strong and creative layout solutions by means of a cumulative, conceptual design process. Participants also develop the ability to effectively integrate photographs, illustrations, display, and text type will be developed using page composition software.

*Prerequisite: Submission of portfolio 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 the origins of the World Wide Web, an introduction to various web browsers and recent developments and applications concerning the Internet and World Wide Web. Students will also create World Wide Web pages utilizing HTML, the basic scripting language of all web documents, in addition to many other effects and extension scripts available for that medium.

*Credits: 3*

### QUARTER 3

#### GD329 PORTFOLIO

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: GD221 Production Procedures I and 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: GD212 Electronic Design Credits: 3*

#### GD412 ADVERTISING DESIGN

This course will explore the various aspects of advertising design communications with an emphasis on the development of creative, original concepts. The preparation of concepts will utilize the principles of design, typography, colour and problem-solving skills and stress attention to detail, deadlines, professional presentation and attention to cultural diversity. The course also explores the business of advertising, including contracts, billing along with business ethics. Students will 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 target audiences, budgets, strategy and understanding the client vision.

*Credits: 3*

#### GD132 HISTORY AND ANALYSIS OF DESIGN

Curriculum will encompass a study of the art movements that have structured the field of graphic design covering political, social and economic influences and the analysis of contemporary design and design trends.

*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 4

#### 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: GD212 Electronic Design 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: Submission of portfolio 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 5

#### 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 prepares students for job interviews by helping them compile a portfolio. Students demonstrate their conceptual design skills and craftsmanship as they assemble and refine specific portfolio pieces. This course also focuses on the refinement of previous works into a comprehensive collection representative of Graphic Design skills. In a mentored environment, students will execute and refine final pieces according to their own action plan to showcase work that reflects a unique style.

*Prerequisite: GD430 Portfolio I 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

Students will expand on the principals developed in previous courses and apply their skills to the development of a personal website accessible on the web.

*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.*





## GRAPHIC DESIGN KIT

price: \$195.00

1. Paint Brush..... 10471951
2. Sketchbook (9x12) ..... 10412367
3. Canvas Paper Pad (9x12)..... 10430552
4. Colour Pencil Set of 24 ..... 10460290
5. Kroma Paint Set of 8..... 10466650
6. Black Roller Pen (2) ..... 10412428
7. Paint Tray..... 10413197
8. Plastic Ruler (30 cm) ..... 10444849
9. B Pencil (3) ..... 10412671
10. Drawing Pencil Set of 6 ..... 10412657
11. HB Pencil (3) ..... 10412695
12. Pencil Sharpener ..... 10412886
13. Kneaded Eraser ..... 10410820
14. Vinyl Eraser ..... 10410837
15. Newsprint Pad ..... 10413401
16. Bag Metropolis ..... 10422489
17. Document Tube ..... 10431313



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