Yukon
University

Course Outline

INSTRUCTOR: Mark Rutledge, CDP RGD

E-MAIL: mrutledge@yukonu.ca

TELEPHONE: (867) 668-8750

OFFICE LOCATION: T1032 (Next to Multimedia Lab)

OFFICE HOURS:

Drop-In: Mondays, Tuesdays 10am-12pm and 4-5pm. (excluding holidays).

By appointment: Please contact to schedule a meeting.

COURSE DESCRIPTION

This course will provide a foundation in graphic design upon which to build critical skills for communicating ideas visually. Students will explore historical, cultural, and modern contexts for design. The importance of typography, imagery, colour and the elements and principles of design are also covered. Students will use both traditional materials and computer applications to produce their work.

COURSE REQUIREMENTS

Prerequisite(s): none
EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
https://www.yukonu.ca/admissions/transfer-credit

LEARNING OUTCOMES

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

- evaluate historical and cultural design criteria

- demonstrate the ability to communicate ideas clearly in various mediums

- understand the importance of typography in modern graphic design

- recognize principles of graphic design

- incorporate elements of design appropriately for a given medium

- utilize colour theory effectively for print and web

- understand First Nation cultural copyright concerns

COURSE FORMAT

Weekly breakdown of instructional hours

Weekly online class modules will take up to 3 hours to complete. Modules include a video lecture and additional readings.

Most modules include an assignment used to reinforce and understand the practical application of the concepts covered. Students should expect up to 3 additional hours of time each week for completing assignments.

DELIVERY FORMAT

Classes are delivered face-to-face in the Multimedia lab (room T1030) at Yukon University's Ayamadigut campus in Whitehorse.

Conventional lecture and demonstration methods are used to present the theory portion while hands-on demonstrations, projects and assignments are utilized to reinforce and complement the theory. During class time the instructor will introduce tools and concepts which will then be applied through instructor-led, hands-on software lessons. This will be supplemented by independent, self-directed exercises and assignments. Some class time will be allotted for working on assignments.

The course is structured in two main sections. The first section focuses on the graphic design fundamentals and visual communication theories. In the second part of the course, students will apply their knowledge to visual branding solution for a client.

Assignments, blogs, and various projects are delivered online using freely available software applications. A list of these applications and instruction will be covered in the first class.

EVALUATION

Assignments	60 %
Blog Posts	15 %
Final Project	25 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the Yukon University website for important dates.

TEXTBOOKS

No textbooks are required for this course.

Selected online resources, readings and videos will be provided in class.

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

As this an online course offering, students must have a computer connected to the internet to access and complete course materials. Some course material is provided as PDFs and students should have the free Acrobat Reader installed on their computer.

Several assignments require students to take digital photos as part of their work so students must have access to a digital camera. Cameras on mobile devices (phones/tablets) will work perfectly. If you need a digital camera, please contact your instructor.

There will be several free and open-source software applications used in the course. Students should be comfortable using online applications to successfully complete the course.

Some projects will involve sketching and collage so students should have access to paper and pencils. These physical creations must be scanned or photographed to be submitted digitally online. Taking pictures of your work with a cell-phone camera will work fine.

The final project involves a video presentation so students will be expected to record their screens and/or themselves presenting. Free software options for this will be introduced in class.

ACADEMIC INTEGRITY

Students are expected to contribute to a positive and supportive environment and must behave responsibly. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACADEMIC ACCOMMODATION

Reasonable accommodation is available for students requiring academic accommodation to fully participate in this class. This accommodation is available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek this accommodation by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Class	Date	Topics Covered
1	Sept. 9	What is Graphic Design?
2	Sept. 16	History of Graphic Design
3	Sept. 23	The Elements and Principals of Form
4 & 5	Sept. 30	Typography Fundamentals
6	Oct. 7	Researching a Design Project
	Oct. 14 – OFF Thanksgiving Day	
7	Oct. 21	Generating Ideas & Developing Ideas into Concepts
8	Oct. 28	Design Briefs and Working with Clients
8	Nov. 4	Proportion Systems - Grids & Alignment
9	Nov. 11	Logos / Branding
10	Nov. 18	Design Ethics & Cultural Copyright
11	Nov. 25	Print Production Techniques
12	Dec. 2	Web Design, UX & Motion Design
13	Dec. 9	Review and Final Presentations
Exam Period runs from Dec. 12-19		