

COURSE CODE: IFA 3215

COURSE NAME: DESIGN COMMUNICATION Course Description

Offers advanced level of layout and production through self directed area of study; Use of advanced digital media using new media generation, graphics, multimedia, Research and integration of images in webpage design

Prerequisite: IFA 2216

Course Objective/Aims

- Explore notions of problem-identification in design practice
- Understand the principles of human-centered design
- Learn design research and evaluation methods
- Collaborate with fellow students and interact with community members
- Warm up for project 2 (individual project)
- Understand the importance of visual hierarchy and how to carry visual hierarchy across multiple pages

Course Outline:

Week 1: Brief of project 1 (group project)

- Identification of social/health related problems
- Introduction to human-centered design Participatory research methods **Week 2: Presentation of topic(s) for project 1 and initial ideas**
- Problem definition
- Problem Analysis
- Designer's Brief

Week 3: Critique - Brief of project 2 (individual project)

- Critical thinking
- Assessing relevance and appropriateness of proposed solutions **Week 4: Group presentations of final concepts**
- Feedback from instructors and audience members
- Select 1 final concept to develop into mural

Week 5: Focus on individual projects

- Analysis, exploration of collected materials
- Developing ideas into thumbnails **Course Project II**

Week 6: Presentation of individual projects proposals

- Analysis, contd **Course Project III**

Week 7: Focus on individual projects

- Analysis, contd

Week 8: Critique of concepts

- Participation (attendance, contribution in class, collaboration, etc.)
- Design process (research, idea generation, time management, etc.)
- Design concept (appropriateness to audience's needs, originality)
- Design presentation (technical and professional execution)
- Feasibility

Week 9: Work in progress

- Trouble shooting **Week 10: Work in progress**
- Review of exhibition, portfolio and presentation skills

Week 11: Critique

- Individual projects

Week 12: Execution of Projects Cont'd

- Student work towards the final exhibition **Week 13: Making the Final graphic project**
- Final preparation of the individual works for the final presentation.
- Selection of the work for exhibition
 - Planning and presentation strategies for the final presentation.
 - Preparation and documenting the selected work for the presentation.

Week 14: Preparation for the Final project presentation Week 15: Final project presentation Learning outcomes**Collaborative design for social or health messaging on campus**

Working in teams students will identify a specific social or health problem that impact society. They will then explore potential solutions by developing design concepts that respond to the problems. Throughout this process they will be encouraged to interact with different communities in order to assess the relevance of their topic and the appropriateness of proposed design solutions. Final concepts will be tested for further refinement to be presented to different stakeholders.

Methods of Teaching/Delivery

- Visual resource materials/portfolio development/sketch book
- Practical material experimentation and exploration
- Studio demonstration instruction and technical inputs.
- Group review/presentations/critique
- Guided studio assignments/projects/courseworks
- Weekly lectures

Mode of AssessmentCourse work 40%

- Planning and Developmental studies/sketches 10%
- Execution of the practical work (Reasonable body of work) 20%
- Tests in theory based on ceramic technology 10% End of semester Examination: 60%
- Theory examination: 20%
- Practical examination: 40% Final total mark: 100%

READING/REFERENCE MATERIAL

- i. Visual Communication in Digital Design (Paperback) by Ji Park (Author)
- ii. Essentials of Visual Communication by Bo Bergstrom
- iii. Graphic Design: The New Basics by Ellen Lupton
- iv. Visual Communication: Images with Messages... by Paul Martin Lester
- v. Design Elements: A Graphic Style Manual by Timothy Samara
- vi. Layout Workbook: A Real-World Guide to Building... by Kristin Cullen

- vii. Advertising by Design: Creating Visual Communications with Graphic Impact (Paperback) by Robin Landa
- viii. The Complete Graphic Designer: A Guide to Understanding Graphics and Visual Communication (Paperback) by Ryan Hembree
- ix. Making and Breaking the Grid: A Graphic Design...by Timothy Samara
- x. Notes on Graphic Design and Visual Communication (Paperback) by Gregg Berry
- xi. Graphic Design Basics by Amy E. Arntson
- xii. Making and Breaking the Grid: A Graphic Design Layout Workshop (Paperback) by Timothy Sam
- xiii. Becoming a Graphic Designer: A Guide to Careers in Design (Paperback) by Steven Heller
- xiv. Business Communication Design & OLC Premium Content Card (Paperback) by Pamela A. Angell
- xv. White Space is Not Your Enemy: Graphic Design as Visual Communication in a Multimedia World (Paperback) by Kim Golombisky
- xvi. Effective Health Risk Messages: A Step-By-Step Guide (Paperback) by Dr. Kim Witte (Author), Dr. Gary Meyer (Author), Dr. Dennis P. Martell (Author)
- xvii. Communicating Public Health Information Effectively: A Guide for Practitioners (Paperback) by Patrick L. Remington
- xviii. Visual Communication: Integrating Media, Art, and Science (Lea's Communication Series) (Paperback)by Rick Williams (Author), Julianne H. Newton (Author)
- xix. Designing Health Messages: Approaches from Communication Theory and Public Health Practice (Paperback)by Edward W. Maibach (Editor), Roxanne Louiselle Parrott (Editor)
- xx. Visual Intelligence: Perception, Image, and Manipulation in Visual Communication (Paperback)by Anne Marie Seward Barry (Author).