

UK LEVEL: 6
UK CREDITS: 15

(Updated: Fall 2026)

PREREQUISITES:	GD 2020 Digital Tools and Creative Workflows GD 2127 Design Thinking Fundamentals GD 2428 Elements and Principles of Graphic Design GD 3235 Design Thinking and Design Research GD 3538 Flexible Identity Systems GD 3737 Motion Design
CATALOG DESCRIPTION:	Advanced application of three-dimensional design within contemporary graphic communication. Graphic and spatial design integration. Hands-on projects using industry tools. Concept-driven visual experiences. Designing for digital platforms and XR environments.
RATIONALE:	This course explores the development of meaningful narratives in three-dimensional form. Students examine how form, space, lighting, and materiality function as expressive elements within graphic communication design. Through hands-on projects using industry-standard tools, they investigate the creation of visual experiences for contexts such as digital platforms and virtual or augmented realities. Emphasis is placed on experimentation, conceptual thinking, and the application of graphic communication design principles within spatial and immersive environments.
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: 1. Analyze the role of form, space, lighting, and materiality in shaping three-dimensional graphic communication. 2. Evaluate three-dimensional design approaches in exhibition, branding, physical, and XR environments. 3. Synthesize graphic design principles to develop concept-driven three-dimensional visual communication projects using industry tools. 4. Design immersive visual experiences for physical and digital spatial contexts, demonstrating experimentation and professional methods.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures, class discussions, group discussions, ideation workshops, peer feedback and collaborative design activities.

	• Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exams. • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments. • Studio visits & workshops. • Use of dedicated Mac Lab. • Required recording of the design process; analogue (sketchbook) or digital platform (online journal), according to level, instructor guidelines and student preference. • The use of AI tools in this course follows the College and Program AI policies. • LinkedIn Learning resources for software and digital production skills.										
ASSESSMENT:	Summative: <table border="1"> <tr> <td>1st assessment: Graphic Communication Model3D</td><td>40%</td></tr> <tr> <td></td><td>Enter percentage.</td></tr> <tr> <td>Final assessment:xperiential Graphic Design Project with ReflectionE</td><td>60%</td></tr> </table> Formative: <table border="1"> <tr> <td>Exercises</td><td>0%</td></tr> <tr> <td></td><td></td></tr> </table> The formative exercises aims to prepare students for the summative assessments. The 1st assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4. Students are required to resit failed assessments in this module.	1 st assessment: Graphic Communication Model3D	40%		Enter percentage.	Final assessment:xperiential Graphic Design Project with ReflectionE	60%	Exercises	0%		
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	Enter percentage.										
Final assessment:xperiential Graphic Design Project with ReflectionE	60%										
Exercises	0%										

INDICATIVE READING:	RECOMMENDED READING: Platz, C. (2020). <i>Design beyond devices: Creating multimodal, cross-device experiences</i> . Rosenfeld Media. [Perlego] Other Burrows, R. (2018). <i>3D thinking in design and architecture: From antiquity to the future</i> . Thames & Hudson. Greengard, S. (2019). <i>Virtual reality</i> . The MIT Press. Pesce, M. (2019). <i>Augmented reality: Unboxing tech's next big thing</i> . Polity Press. [Perlego] Yeung, H. (2025). <i>Three Dimensional: 3D Graphics in Branding and Design</i> . Victionary .
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: RECOMMENDED MATERIAL:
COMMUNICATION REQUIREMENTS:	• Blackboard and an active ACG email account. • High standards of oral and written English are expected in all assignments. • Students should clearly present and discuss their work using appropriate design terminology, both orally and in writing, in English. • Students are expected to demonstrate the ability to articulate conceptual intent, design decisions, and process rationale through critiques, presentations, and reflective statements. • Professional communication and the use of critical vocabulary are integral components of the design learning process.
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS Blender, Adobe Suite, and other industry-required software,
WWW RESOURCES:	https://arvr.google.com/ https://mixedreality.mozilla.org/ https://www.apple.com/augmented-reality/ https://www.thevrara.com/ https://www.digitaltrends.com/virtual-reality/ https://www.nvidia.com/en-us/technologies/virtual-reality/ https://vrscout.com/ https://www.vrfocus.com/
INDICATIVE CONTENT:	1. Narrative in three-dimensional and immersive environments

	2. Application of form, scale, light, materiality, and typography in spatial graphics 3. Design for physical, digital, and hybrid environments (exhibitions, retail, public spaces, XR) 4. Concept-driven project development using design thinking methodologies 5. Advanced visualization, rendering, and compositing workflows 6. Integration of 3D graphic systems across spatial contexts
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