

DEREE COLLEGE SYLLABUS FOR: GD 4940 SENIOR PROJECT											
(Fall 2021)	LEVEL 6 UK CREDITS: 15 US CREDITS: 3/1/3										
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Writing an Ethics WP 1212 Academic Writing and Research CS 1070 Introduction to Information Systems ITC/GD 2110 Digital Tools for Graphic Design and Production GD 2003 Research-Concept-Design CN 2310 Introduction to Advertising GD 2203 Graphic Design I GD 3412 Graphic Design II GD 4623 Graphic Design III GD 3313 Typography I GD 4747 Branding Ecosystems GD 4622 Typography II CN 4413 Brand Building in Advertising WP 1010 Introduction to Academic Writing WP 1111 Academic Writing GD 3111 History of Graphic Design AT 1001 History of Art II AR 2001 Visual Literacy GD4321 Contemporary Design Issues										
CATALOG DESCRIPTION:	Capstone course for the Graphic Design majors where students will have the opportunity to integrate the skills gained throughout the program for the realization of a design project.										
RATIONALE:	The course synthesizes knowledge and skills that students have acquired throughout their studies, giving them the opportunity to plan, research, develop and realize a complex design project, thus further advancing their professional competence.										
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Combine knowledge and skills gained in the program for the creation of a comprehensive body of work. 2. Apply conceptual and creative thinking for the realization of complex design projects. 3. Evaluate their design proposals in the realm of the professional practice. 4. Develop proficiency in presentation skills. 										
METHOD OF TEACHING AND LEARNING:											
ASSESSMENT:	<table border="1"> <tr> <td colspan="2">Summative:</td> </tr> <tr> <td>First assessment: Submission of Project progress</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final assessment: Submission of final project</td> <td style="text-align: right;">70%</td> </tr> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>Multiple work-in-progress reviews</td> <td style="text-align: right;">0</td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2 The final assessment tests Learning Outcomes 1, 2, 3, 4. Industry representatives may be present during final project presentations and offer feedback to students. Students are required to resit failed assessments in this module.</p>	Summative:		First assessment: Submission of Project progress	30%	Final assessment: Submission of final project	70%	Formative:		Multiple work-in-progress reviews	0
Summative:											
First assessment: Submission of Project progress	30%										
Final assessment: Submission of final project	70%										
Formative:											
Multiple work-in-progress reviews	0										
INDICATIVE READING:	REQUIRED READING: Varies, depending on the theme. RECOMMENDED READING: Taylor F. <i>How to Create a Portfolio and Get Hired</i> . Laurence King Publishing Heller, Steven and Vienne, Veronique. <i>Becoming a Graphic and Digital Designer: A Guide to Careers in Design</i> , Wiley										
INDICATIVE MATERIAL:	REQUIRED MATERIAL: Varies, depending on the theme										

<i>(e.g. audiovisual, digital material, etc.)</i>	<p>RECOMMENDED MATERIAL: Computer or laptop with design software. Presentation materials (depending on the project) Sketchbook.</p>
COMMUNICATION REQUIREMENTS:	Ability to present and discuss work in front of an audience.
SOFTWARE REQUIREMENTS:	Adobe InDesign, Adobe Illustrator, Adobe Photoshop
WWW RESOURCES:	www.designobserver.com www.creativereview.co.uk www.creativebloq.com www.itsnicethat.com
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Defining the brief 2. Background research and theory 3. Concept exploration 4. Visual experimentation 5. Design development 6. Documentation 7. Presentation