

# GD 3040 - DESIGN SYSTEMS

Credits: 3

This intensive course focuses on the principles and elements of brands and identity systems. Students engage in long-term projects that address the significance of brand design, applications, and identity management. Company mission, goals, and objectives are researched, investigated, and presented in detail. Content hierarchy, complex grid systems, typographic hierarchy, text/image integration, and color identification are explored in depth. Students also examine 20th century and contemporary branding systems. Upon successful completion of this course via long-term projects, students demonstrate the conceptual and technical ability to understand, establish, define, and create a complex design system.

Prerequisite: GD 2510 Sign + Symbol

Notes: The required textbook for this course is also used in GD2510.

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Translate brand attributes into original design concepts.	Student has effectively translated brand attributes into original design concepts evident thorough process work from start to finish.	Student has translated brand attributes into original design concepts evident through process work.	Student has developed brand attributes into a rudimentary design concept with limited process work.	Student has not translated brand attributes into original design concepts.	GD-1, GD-4, GD-5, GD-6, GD-7	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Research and interpret the stakeholder's needs and objectives.	The student has created a comprehensive research document that supports the stakeholder's needs and objectives with professional care and empathy.	The student has presented research that interprets the stakeholder's needs and objectives.	The student has shown rudimentary research that implies a developing understanding of the stakeholder's needs and objectives.	The student has not presented any research that interprets the stakeholder's needs and objectives.	GD-3, GD-4, GD-9	Cultural Competence, Design Competence, Critical Thinking
Incorporate customer experience into recommended design deliverables.	The student has synthesized the customer experience into a wide range of design deliverables that elevate the potential of the brand.	The student has translated the customer experience into recommended design deliverables.	The student has shown a rudimentary understanding of the customer experience though partially developed design deliverables.	The student has failed to translate the customer experience into recommended design deliverables.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Develop and present a comprehensive design system for the stakeholder.	Student has created and professionally presented a thoughtful, comprehensive design system for the stakeholder.	Student has developed and presented a comprehensive design system for the stakeholder.	Student has shown a partially or poorly developed design system for the stakeholder.	Student has not developed and presented a comprehensive design system for the stakeholder.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-9	Cultural Competence, Communication Competence, Critical Thinking

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