

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: Completion of 60+ credits or approval of department Chair

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
The ability to solve communication problems.	Identifies and implements numerous design deliverables based on customer experience.	Identifies design deliverables based on customer experience.	Identifies some design deliverables based on customer experience.	Cannot identify design deliverables based on customer experience.	GD-1	Cultural Competence Design Competence Communication Competence Critical Thinking
Research and information gathering, analysis, generation of alternative solutions.	Able to understand and articulate stakeholder's needs and objectives and apply that information into a comprehensive and justified design system using brand/identity elements, as well as the using the customer journey to define the set of deliverables.	Able to understand and articulate stakeholder's needs and objectives and apply that information into an informed design system using some brand/identity elements, and only partially uses the customer journey to define the set of deliverables.	Understands few of the stakeholder's needs and objectives, applying that information into a poorly-informed design system using few brand/identity elements, and none of the customer journey to define the set of deliverables.	Does not understand the stakeholder's needs and objectives, and cannot apply that information into a design system	GD-2, GD-3	Cultural Competence Communication Competence Critical Thinking
Prototyping, user testing, and evaluation of outcomes	Provides numerous original design concepts informed by brand attributes.	Provides original design concepts informed by brand attributes.	Provides some original design concepts informed by brand attributes.	Cannot provide original design concepts informed by brand attributes.	GD-3	Cultural Competence Communication Competence Critical Thinking
The ability to describe and respond to the audiences and contexts which communication solutions must address. Recognition of the physical, cognitive, cultural, and social human factors that shape design decisions	Provides numerous examples of research based on the stakeholders needs and objectives.	Provides examples of research based on the stakeholders needs and objectives.	Provides some examples of research based on the stakeholders needs and objectives.	Cannot provide examples of research based on the stakeholders needs and objectives.	GD-4	Cultural Competence Communication Competence Critical Thinking
The ability to create and develop visual form in response to communication problems.	Identifies numerous differences and similarities between identity and brand.	Identifies differences and similarities between identity and brand.	Identifies some differences and similarities between identity and brand.	Cannot identify differences and similarities between identity and brand.	GD-1, GD-5, GD6, GD-6, GD-7	Cultural Competence Design Competence Communication Competence Critical Thinking
Translate customer experience into recommended design deliverables.	Identifies and implements numerous design deliverables based on customer experience.	Identifies design deliverables based on customer experience.	Identifies some design deliverables based on customer experience.	Cannot identify design deliverables based on customer experience.	GD-1, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Interpret the stakeholder's needs and objectives.	Able to understand and articulate stakeholder's needs and objectives and apply that information into a comprehensive and justified design system using brand/identity elements, as well as the using the customer journey to define the set of deliverables.	Able to understand and articulate stakeholder's needs and objectives and apply that information into an informed design system using some brand/identity elements, and only partially uses the customer journey to define the set of deliverables.	Understands few of the stakeholder's needs and objectives, applying that information into a poorly-informed design system using few brand/identity elements, and none of the customer journey to define the set of deliverables.	Does not understand the stakeholder's needs and objectives, and cannot apply that information into a design system	GD-1, GD-9,	Cultural Competence Design Competence Communication Competence Critical Thinking
Translate brand attributes into original design concepts.	Provides numerous original design concepts informed by brand attributes.	Provides original design concepts informed by brand attributes.	Provides some original design concepts informed by brand attributes.	Cannot provide original design concepts informed by brand attributes.	GD-1, GD-5, GD-6, GD-7	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Research the stakeholder's needs and objectives.	Provides numerous examples of research based on the stakeholders needs and objectives.	Provides examples of research based on the stakeholders needs and objectives.	Provides some examples of research based on the stakeholders needs and objectives.	Cannot provide examples of research based on the stakeholders needs and objectives.	GD-2	Cultural Competence Communication Competence Critical Thinking
Exploring the differences and similarities between identity and brand.	Identifies numerous differences and similarities between identity and brand.	Identifies differences and similarities between identity and brand.	Identifies some differences and similarities between identity and brand.	Cannot identify differences and similarities between identity and brand.	GD-2	Design Competence, Critical Thinking