



VISUAL COMMUNICATION Course Outline

Graphic Design 40s



TITLE:	GDE40S								
PREREQUISITES:	All Senior Two Courses (6)								
DESCRIPTION:	<p>The student is exposed to a variety of "real" communication problems in the business of graphic design. The course teaches practical methods for designing an effective corporate identity program, one of a business, most important assets. Guidelines for conducting briefing sessions and working with clients in a business-like manner lead to designing a symbol and preparing individualized stationery and business forms. Legal aspects of registration and pitfalls to avoid are also studied. Self-promotion material is designed for student freelance work. All aspects of typography, aesthetics and mechanics, are applied for maximum communication effectiveness.</p>								
DURATION:	The course lasts one term								
GENERAL OBJECTIVES:	<p>Upon successful completion of the course the student should be able to:</p> <ol style="list-style-type: none">1. define, conceptualize and implement an effective identity program2. evaluate existing and proposed symbols in terms of aesthetic and technical standards3. explain the important legal considerations in trademark design4. design and implement self-promotional material for freelancing5. obtain necessary information from client, establish a quote and tentative production schedule, and devise business contract6. budget time, prioritize jobs, and practice professional conduct								
CLASSROOM EXPECTATIONS:	<ol style="list-style-type: none">1. Attend school regularly2. Always bring the required materials to class3. Make a honest effort to learn and work every day								
EVALUATION:	<p>The following factors are taken into account in determining the overall rating:</p> <table><tr><td>Assignments, Final project/s</td><td>70</td></tr><tr><td>Progress Report</td><td>30</td></tr><tr><td>Completion of course (all assignments handed in)</td><td>100</td></tr><tr><td>OVERALL RATING</td><td>200</td></tr></table>	Assignments, Final project/s	70	Progress Report	30	Completion of course (all assignments handed in)	100	OVERALL RATING	200
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