

DESIGN STUDIES

Please Note: This three-year diploma program is no longer accepting applications for intake. A new Bachelor of Design program is being introduced for Fall 2019.

Faculty of Fine Arts and Communications

MacEwan.ca/DesignStudies (<http://MacEwan.ca/DesignStudies>)

Design Studies students are prepared for a career in the exciting, ever-changing and multi-disciplinary field of design. Graduates are experts in crafting solutions that communicate with impact on the printed page, the screen, and in physical environments in areas of discipline such as graphic design, branding, advertising, publication design, illustration, photography, website and app design, user experience design, motion graphics and editing, packaging design and information design. Graduates will be able to embark on careers in which employers expect a thorough understanding of design theory, technical proficiency, a core set of skills within a subset of the discipline, and a broad understanding of the discipline in general.

The three-year Design Studies diploma offers great flexibility in course selection and an opportunity for students to determine the skills they wish to develop. Students will also develop enhanced levels of critical thinking, writing and research. The curriculum is designed to be responsive to changes occurring in the field, increasing employer demands and the changing nature of the design industry.

Over three years of study, students complete required courses that develop general design skills. By selecting specific options, students form a pathway. Students do not declare pathways – they are simply program recommendations for how students could select their option courses. Students can customize each pathway to suit their own needs. The following are two potential pathways students could adopt:

Visual Communication Design

In this pathway, students get a well-rounded graphic design training by taking courses in photography, advertising design, publication design, information design, user experience design, video and environmental design.

User Experience Design

In this pathway, students focus on the skills, methods and theories that are required to design websites, applications (apps), wearables, game interfaces and other digital products. They learn to make digital products that are useful, usable and desirable.

Regardless of the pathway, every student begins their study in year one by learning fundamental design skills that are common across all disciplines within the field. Students explore design theory, practices, principles and process, the meaning and significance of visual imagery, develop drawing and rendering skills, apply basic typography and learn the basics of industry standard software. In year two, students learn the historical and contemporary cultural context of design and continue to develop creative, conceptual and visual design skills through required courses and select options to start their pathway. In year three, students learn about the business of design, continue to develop skills in their chosen pathway, broaden their exposure to other areas of design and finalize a portfolio of work to gain employment.

Career Potential

Upon graduation, students find work in large agencies, small studios, print shops, and communications departments in medium-sized businesses up to large corporations. Depending on their pathway, a graduate's responsibilities might include graphic design, branding, advertising, publication design, information design, illustration, photography, website and app design, user experience design, user interface design, motion graphics, packaging design or environmental graphic design. Many graduates from Design Studies also succeed at starting their own freelance design or photography studios.

Technology Integration for Creative Learning (TICL)

All students entering year one are required to purchase a Digital SLR camera. All students entering year two are required to purchase a Macintosh laptop computer and software specific to their program of study. Specifications will be emailed to students and posted on the web. Students may be required to attend a technology orientation session prior to the start of Fall term classes.

Transferability

Internal Opportunities

MacEwan University is committed to providing bridging and laddering opportunities to its certificate and diploma graduates. Graduates of this program are eligible to transfer up to 42 credits to MacEwan University's Bachelor of Arts degree.

External Opportunities

All courses completed for the Design Studies program are credit courses and may transfer individually toward further study at other Alberta institutions. Students interested in transferring courses are advised to consult both the receiving institution regarding transfer policies and the MacEwan University Design Studies program regarding coursework and portfolio development. Like the Design Studies program at MacEwan University, other institutions typically base transfer on both the application of creative skills as demonstrated in an entrance portfolio and on an assessment of course content. Students presenting a completed Design Studies diploma may be eligible for admission and a block transfer to other Alberta institutions. For current, detailed information on individual course and diploma transferability, refer to the Learner Pathways System at www.transferalberta.ca (<http://www.transferalberta.ca>) or contact the receiving institution directly.

Contact Information

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Program of Study

Course	Title	Credits
Year I		
Term I		
DESN 102	Drawing	3
DESN 103	Concept Visualization	3
DESN 110	Design Studio I: Visual Organization, Composition and Visual Language	3
DESN 120	Design Software I	3
DESN 150	Image Structure and Meaning	3

DESN 210	Design Studio II: Intradisciplinary Design Projects	6
DESN 230	Typography I	3
Select 6 credits from the following:		6
ENGL 102	Analysis and Argument	
ENGL 103	Introduction to Literature	
ENGL 111	Communications	
ENGL 211	Business Communication	
Credits		30
Year II		
DESN 240	Introduction to User Experience Design	3
DESN 270	History of Visual Communication Design	3
DESN 310	Design Studio III: Concept and Communication	3
DESN 330	Typography II	3
DESN 271	History of Design	3
DESN 311	Corporate Identity Design and Branding	3
Liberal Arts Requirement		3
Program Options		9
Credits		30
Year III		
DESN 380	Design Research	3
DESN 381	Design Issues Seminar	3
DESN 390	Portfolio & Business of Design	3
Program Options		12
Program Options or Liberal Arts Option		6
Liberal Arts Requirement		3
Credits		30
Total Credits		90

Program Options

Course ID	Course Name	Credits
DESN 200	Drawing for Illustration	3
DESN 241	Interaction Design I	3
DESN 250	Introduction to Photography	3
DESN 251	Applied Photographic Design	3
DESN 252	Digital Imaging	3
DESN 260	Introduction to Video	3
DESN 261	Motion Graphics I	3
DESN 300	Illustration Techniques	3
DESN 313	Information Design I	3
DESN 314	Environmental Graphic Design	3
DESN 315	Visual Narrative and Storytelling	3
DESN 316	Branded Environments	3
DESN 317	Publication Design	3
DESN 318	Advertising Design I	3
DESN 340	Web Design & Development I	3
DESN 341	Interaction Design II	3
DESN 342	User Experience Design Theory, Methods and Issues I	3
DESN 343	Web Design & Development II	3
DESN 361	Motion Graphics II	3
DESN 391	Internship	0

Liberal Arts Requirements

Liberal Arts requirements in Design Studies encompass courses in humanities or social sciences. Students are required to complete six credits of liberal arts options of which three credits must be at the senior level (200-399). In place of selected program options in the final year

of study, a student can take up to six additional credits of liberal arts options.

Any liberal arts requirements must be baccalaureate level coursework. Selections are made from the approved list of liberal arts options for Design Studies. Subject to written approval of the chair, students may earn credit for courses not listed in the approved list of liberal arts courses. Students are strongly encouraged to consult with their program advisor before confirming liberal arts options.

The minimum passing grade for a course at MacEwan University is a D unless otherwise noted next to the appropriate course in the program of study.

Pathway Detail

Pathways are recommendations on what courses students could choose for their required 21 credits of option courses.

Visual Communication Design (VCD)

Course ID	Course Name	Credits
DESN 250	Introduction to Photography	3
DESN 313	Information Design I	3
DESN 315	Visual Narrative and Storytelling	3
DESN 316	Branded Environments	3
DESN 317	Publication Design	3
DESN 318	Advertising Design I	3
DESN 342	User Experience Design Theory, Methods and Issues I	3
Total Credits		21

User Experience Design (UXD)

Course ID	Course Name	Credits
DESN 241	Interaction Design I	3
DESN 261	Motion Graphics I	3
DESN 313	Information Design I	3
DESN 340	Web Design & Development I	3
DESN 341	Interaction Design II	3
DESN 342	User Experience Design Theory, Methods and Issues I	3
DESN 343	Web Design & Development II	3
Total Credits		21

Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
DESN 100	DESN 103
DESN 101	DESN 102