

DESIGN - BACHELOR OF DESIGN

Overview

Faculty of Fine Arts and Communications

MacEwan.ca/Design (<https://www.macewan.ca/design/>)

Designers influence the way we interact with the world, and as technology changes the way we absorb information and connect with each other, the role of designers has become more complex, sophisticated and exciting. MacEwan University's Bachelor of Design was developed with that evolution in mind. The result? A unique, forward-thinking program tailored to the qualities of 21st-century designers, moving design beyond being an applied art to also being an applied social science and demonstrating a major shift in the focus of design from the beauty of everyday things to a broader interest in the psychology of everyday things.

MacEwan University's design degree graduates are experts in researching and understanding a problem and the people they are designing for, then crafting solutions that inform, persuade, delight or help us with everyday tasks. Students learn to design solutions for the screen, printed page, and in physical environments in areas of discipline such as graphic design, branding, advertising, digital experience design (websites, apps, etc.), motion graphics, illustration, photography, publication design, packaging design, and information design.

Coursework is project-based, hands-on and theory-driven. Over four years of study, students complete required courses that develop general design skills such as critical thinking, research, ideation, problem-solving, visualization, craft, technical proficiency, client communication, prototyping, testing and refinement.

Beyond the core courses, the degree offers flexibility in course selection and an opportunity for students to determine the skills they wish to develop. 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 four potential pathways students could adopt:

Visual Communication Design (VCD)

Build on the fundamentals of design with coursework concentrating in visual communication design. Topics of study include branding, advertising, publication design, visual narrative, photography, illustration, design in the 3D environment, research methods and issues related to designing in the 21st century.

Digital Experience Design (DXD)

Focus on the skills, methods and theories that are required to design websites, applications (apps), wearables, game interfaces and other digital products. You will learn to make digital products that are useful, usable and desirable.

Photography, Video and Motion Graphics

Engage in the communicative aspect of photography, video and motion graphics, and gain the technological and creative expertise required to create images that command attention and concisely deliver a message or tell a story.

Illustration

Learn to use illustration as a communicative tool. Hone your craft through fine art drawing and painting courses and develop technical skills to deliver illustrations for print publications and digital media such as the web, video and motion graphics.

Regardless of the pathway, every student begins their studies by learning fundamental design skills that are common across all disciplines within the field. The first two years provide a foundation in drawing, 2D principles, design software, process, theory and history through hands-on, studio-based classes. In Year 2, students begin to select options to start their pathway. In the final two years, students learn to apply social science and business theory and methods to better understand how their design solutions affect human behaviour and continue to develop skills in their chosen pathway.

Career Potential

Upon graduation, students work in large agencies, small studios, print shops, and communications departments ranging in size from medium-sized businesses 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, digital experience design, user interface design, motion graphics, packaging design or environmental graphic design. Many graduates from the Bachelor of Design also succeed at starting their own freelance design or photography studios.

Technology Integration for Creative Learning

All students entering year 1 are required to purchase a Digital SLR camera. All students entering year 2 are required to purchase a Macintosh laptop computer and software specific to their program of study. Specifications will be emailed to students. Students may be required to attend a technology orientation session prior to the start of Fall term classes.

Contact Information

design@macewan.ca

Degree Requirements

Code	Title	Credits
ARTE 110	Drawing Foundation	3
DESN 110	Design Studio I: Visual Organization, Composition and Visual Language	3
DESN 120	Design Software I	3
DESN 131	Typography I	3
DESN 150	Image Structure and Meaning	3
DESN 171	History of Visual Communication Design	3
DESN 203	Concept Visualization	3
DESN 205	Design Studio II: Process, Audience, and Context	3
DESN 220	Design Software II	3
DESN 231	Typography II	3
DESN 240	Introduction to Digital Experience Design	3
DESN 271	History of Modern Design and Material Culture	3
DESN 290	Business of Design	3
DESN 310	Design Studio III: Concept and Communication	3
DESN 311	Corporate Identity Design and Branding	3
DESN 313	Information Design I	3
DESN 344	Interaction Design I	3
DESN 380	Design Research	3
DESN 410	Design Studio IV: Applied Design Research	3
DESN 415	Design Studio V: Capstone	3
DESN 480	Design Issues Seminar	3
ENGL 102	Analysis and Argument	3
Choose 3 credits of ENGL from the following:		3
ENGL 103	Approaches to Literature: Trends and Traditions	
ENGL 104	Approaches to Literature: Narrative Across Media	
ENGL 105	Approaches to Literature: Contemporary Literature and Culture	

Program Options **6**

Students are required to complete 6 credits of program options (see list below) from the MacEwan Bachelor of Design program (courses that use the DESN subject code). This requirement cannot be completed through transfer credit. Not every program option may be offered every academic term.

Electives **24**

Students are required to complete 24 credits of electives (defined as courses selected by the student, excluding those that use the DESN subject code), with no more than 12 credits at the 100-level.

A minimum of 9 of these elective credits must be from the Social Sciences (PSYC, SOCI, ANTH, POLS, ECON and BCSC 200).

3 elective credits must be from the School of Business (ACCT, BUSN, FNCE, HRMT, INFM, INSR, INTB, LEGL, MARK, MGMT, MGTS, MSYS, ORGA, PMGT, SCMT).

All courses will be accepted as electives for the remaining 12 credits except: ARTE 106, ARTE 111, AGAD 107, BCSC 102, ENGL 108, ENGL 111, ENGL 199, ENGL 211, VCPH 100, WRIT 101, DESN, PACT, TRVL, OAAS, OADM, OALS, OAMS, COOP.

Additional Program Options/Elective Requirements **21**

Students are required to complete 21 credits in their choice of program option courses and/or electives. Of these 21 credits, no more than 9 credits can be at the 100-level.

All courses will be accepted as electives except: ARTE 106, ARTE 111, AGAD 107, BCSC 102, ENGL 108, ENGL 111, ENGL 199, ENGL 211, VCPH 100, WRIT 101, DESN, PACT, TRVL, OAAS, OADM, OALS, OAMS, COOP.

Total Credits 120

PROGRAM OPTIONS

List of Program Options

Code	Title	Credits
DESN 200	Drawing for Illustration	3
DESN 250	Introduction to Photography	3
DESN 260	Introduction to Video	3
DESN 261	Motion Graphics I	3
DESN 295	Field Placement	0
DESN 300	Illustration Techniques	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 331	Typography III	3
DESN 340	Web Design & Development I	3
DESN 342	Digital Experience Design Theory, Methods, and Issues	3
DESN 350	Photo Lighting, Production, and Styling	3
DESN 352	Image Manipulation and Post-Production	3
DESN 361	Motion Graphics II	3
DESN 393	Multi-disciplinary VCD Studio	3
DESN 395	Internship	3
DESN 400	Applied Illustration	3
DESN 413	Information Design II	3
DESN 414	Experiential Design	3
DESN 417	Book Design	3
DESN 418	Advertising Design II	3
DESN 440	Web Design & Development II	3
DESN 442	Information Architecture	3
DESN 443	Multi-disciplinary Digital Experience Design Studio	3
DESN 444	Interaction Design II	3
DESN 445	Service Design	3
DESN 485	Special Topics in the Design Field	3
DESN 486	Individual Study	3

Pathways

The pathways below are recommendations on courses that students could choose for the 21 credits of program options/electives if they have a particular area of interest. Students can also develop their own pathway by selecting various program options.

Visual Communication Design

Code	Title	Credits
DESN 200	Drawing for Illustration	3
DESN 250	Introduction to Photography	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 352	Image Manipulation and Post-Production	3

Digital Experience Design

Code	Title	Credits
DESN 340	Web Design & Development I	3
DESN 342	Digital Experience Design Theory, Methods, and Issues	3
DESN 440	Web Design & Development II	3
DESN 442	Information Architecture	3
DESN 443	Multi-disciplinary Digital Experience Design Studio	3
DESN 444	Interaction Design II	3
DESN 445	Service Design	3

Photography, Video and Motion Graphics

Code	Title	Credits
DESN 250	Introduction to Photography	3
DESN 260	Introduction to Video	3
DESN 261	Motion Graphics I	3
DESN 315	Visual Narrative and Storytelling	3
DESN 350	Photo Lighting, Production, and Styling	3
DESN 352	Image Manipulation and Post-Production	3
DESN 361	Motion Graphics II	3

Illustration

Code	Title	Credits
ARTE 120	Drawing I	3
ARTE 205	Painting I	3
DESN 200	Drawing for Illustration	3
DESN 261	Motion Graphics I	3
DESN 300	Illustration Techniques	3
DESN 315	Visual Narrative and Storytelling	3
DESN 361	Motion Graphics II	3

Course Substitutions

List of Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
DESN 100	DESN 203
DESN 101	ARTE 110
DESN 102	ARTE 110
DESN 103	DESN 203
DESN 210	DESN 205
DESN 210	DESN 220
DESN 230	DESN 131
DESN 330	DESN 231
DESN 390	DESN 290
DESN 241	DESN 344
DESN 251	DESN 350
DESN 252	DESN 352
DESN 341	DESN 444
DESN 343	DESN 440
DESN 391	DESN 295

Degree Regulations

Progression of Studies

Students are responsible for ensuring they meet the prerequisite and corequisite requirements for all courses.

Junior- and Senior-Level Courses

Courses numbered from 100 to 199 are considered junior level, and courses numbered from 200 to 499 are considered senior level.

Program Option Requirements

Students are required to complete 6 credits of program option courses from the MacEwan Bachelor of Design program (courses that use the DESN subject code). This requirement cannot be completed through transfer credit. Not every program option may be offered every academic term.

Elective Requirements

Students are required to complete 24 credits of electives (defined as courses selected by the student, excluding those that use the DESN subject code), with no more than 12 credits at the 100-level.

A minimum of 9 of those elective credits must be from Social Sciences (Psychology, Sociology, Anthropology, Political Science, Economics, or BCSC 200).

3 elective credits must be from the School of Business (ACCT, BUSN, FNCE, HRMT, INFM, INSR, INTB, LEGL, MARK, MGMT, MGTS, MSYS, ORGA, PMGT, SCMT).

All other courses will be accepted as electives for the remaining 12 credits except: ARTE 106, ARTE 111, AGAD 107, BCSC 102, ENGL 111, ENGL 199, ENGL 211, VCPH 100, WRIT 101, DESN, PACT, TRVL, OAAS, OADM, OALS, OAMS, COOP.

Program option courses cannot be used to fulfill elective requirements.

Additional Program Option/Elective Requirements

In addition to 6 credits of program option courses and 24 credits of electives, students are required to complete 21 credits in their choice of either program option courses or electives. Of these 21 credits, no more than 9 credits can be at the 100-level.

All courses will be accepted as electives except: ARTE 106, ARTE 111, AGAD 107, BCSC 102, ENGL 108, ENGL 111, ENGL 199, ENGL 211, VCPH 100, WRIT 101, DESN, PACT, TRVL, OAAS, OADM, OALS, OAMS, COOP.

Residency Requirements

To meet the requirements of the Bachelor of Design students will complete 50% of the total credit requirements through the University, as governed by Academic Procedure [Graduation \(https://www.macewan.ca/c/policies/graduation_procedure.pdf\)](https://www.macewan.ca/c/policies/graduation_procedure.pdf). (http://www.macewan.ca/contribute/groups/public/documents/document/pfw_008078.pdf)

Graduation Grade Point Average

Students must achieve a minimum Graduation Grade Point Average of 2.00 on the 4.00 scale.

Work Integrated Learning

Students choosing to complete internship or field placement courses must comply with Academic Policy Work Integrated Learning (https://www.macewan.ca/c/policies/work_integrated_learning.pdf). (http://www.macewan.ca/contribute/groups/public/documents/document/pfw_003536.pdf) The University will facilitate the assignment of students in work placements; however, students must take responsibility for securing an acceptable placement and work collaboratively with a university supervisor. Students are required to comply with any employer policies including but not limited to confidentiality, hours of work, intellectual property rights and privacy protection.

Diploma Requirements

Students are eligible for a diploma after the completion of 60 credits specified by the Graphic Design Diploma Exit Program of Study.

Diploma Exit

A diploma in Graphic Design is available to students who wish to exit the program after completing the required 60 credits in the Bachelor of Design, below. For more information, please see Degree Regulations.

Code	Title	Credits
ARTE 110	Drawing Foundation	3
DESN 110	Design Studio I: Visual Organization, Composition and Visual Language	3
DESN 120	Design Software I	3
DESN 131	Typography I	3
DESN 150	Image Structure and Meaning	3
DESN 171	History of Visual Communication Design	3
DESN 203	Concept Visualization	3
DESN 205	Design Studio II: Process, Audience, and Context	3
DESN 220	Design Software II	3
DESN 231	Typography II	3
DESN 240	Introduction to Digital Experience Design	3
DESN 290	Business of Design	3
DESN 310	Design Studio III: Concept and Communication	3
DESN 344	Interaction Design I	3
DESN 380	Design Research	3
ENGL 102	Analysis and Argument	3
Choose 3 credits of ENGL from the following:		3
ENGL 103	Approaches to Literature: Trends and Traditions	
ENGL 104	Approaches to Literature: Narrative Across Media	
ENGL 105	Approaches to Literature: Contemporary Literature and Culture	

Program Options

Students are required to complete 6 credits of program options (see list below) from the MacEwan Bachelor of Design (courses that use the DESN subject code). This requirement cannot be completed through transfer credit. Not every program option may be offered every academic term.

Electives

Students are required to complete 3 elective credits (defined as courses selected by the student, excluding those that use DESN subject code). All courses will be accepted as electives except: ARTE 106, ARTE 111, AGAD 107, BCSC 102, ENGL 108, ENGL 111, ENGL 199, ENGL 211, VCPH 100, WRIT 101, DESN, PACT, TRVL, OAAS, OADM, OALS, OAMS, COOP.

Total Credits 60

Program options

List of Program Options

Code	Title	Credits
DESN 200	Drawing for Illustration	3
DESN 250	Introduction to Photography	3
DESN 260	Introduction to Video	3
DESN 261	Motion Graphics I	3
DESN 271	History of Modern Design and Material Culture	3
DESN 300	Illustration Techniques	3
DESN 311	Corporate Identity Design and Branding	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 331	Typography III	3
DESN 340	Web Design & Development I	3
DESN 342	Digital Experience Design Theory, Methods, and Issues	3
DESN 350	Photo Lighting, Production, and Styling	3
DESN 352	Image Manipulation and Post-Production	3
DESN 361	Motion Graphics II	3
DESN 393	Multi-disciplinary VCD Studio	3
DESN 395	Internship	3
DESN 400	Applied Illustration	3
DESN 413	Information Design II	3
DESN 414	Experiential Design	3
DESN 417	Book Design	3
DESN 418	Advertising Design II	3
DESN 440	Web Design & Development II	3
DESN 442	Information Architecture	3
DESN 443	Multi-disciplinary Digital Experience Design Studio	3
DESN 444	Interaction Design II	3
DESN 445	Service Design	3
DESN 485	Special Topics in the Design Field	3
DESN 486	Individual Study	3

Program Learning Outcomes

1. Solve communication problems using comprehensive visual design research, processes and methods.
2. Apply a human-centered approach using theories and methods of the social sciences.
3. Create a visually and conceptually integrated response to communication problems aimed at informing, instructing or persuading.
4. Integrate historical and contemporary understanding of visual and material culture into design practice.
5. Use industry-standard production methods, tools and technologies for the creation, reproduction and distribution of visual responses across various media.
6. Communicate ideas, information, arguments and analyses, and design proposals, orally and in writing, to team members, clients and stakeholders.
7. Work collaboratively as a member of leader of interdisciplinary teams.
8. Organize and manage design projects and client relations.
9. Evaluate responsible practices in design, including an understanding of sustainability, citizenship, social responsibility and cultural preservation.

Admission Requirements

Applicants may be admitted to one of the following:

Regular Admission

To be evaluated through the Office of the University Registrar

Applicants must have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

1. ELA 30-1 or 75% in ELA 30-2
2. Four subjects from Group A, B, C, or D

Notes:

- Applicants are strongly encouraged to present a broad range of subjects in order to benefit from the breadth of learning and to increase flexibility of future program and course choices.
- A maximum of two Group B subjects may be presented; they must be from different disciplines.
- A maximum of one Group D subject may be presented. Group D subjects used for admission must be 5-credit or any credit combination of at least 5 credits (e.g., two 3-credit subjects).

Applicants with nine or more university-level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

Mature Admission

To be evaluated through the Office of the University Registrar

Applicants must be 20 years of age or older and have been out of full-time high school at least one year by the beginning of the intake term.

Applicants must have the following:

- ELA 30-1 with a minimum grade of 65 percent (or equivalent)

OR

- Six credits of university-level English with no grade less than C-

Applicants with nine or more university-level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

Previous Post-Secondary Admission

To be evaluated through the Office of the University Registrar

Admission in this category does not imply or guarantee the transfer of any coursework and/or credential unless a block transfer agreement (internal or external) is in effect and published in the calendar by the Office of the University Registrar. In addition, transfer of coursework does not imply or guarantee that an applicant will be admitted.

Applicants must have completed one of the following from a recognized institution:

- A diploma in design (or equivalent)

OR

- A minimum of 24 university-level credits with a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale and must have completed the required high school courses listed under the Regular or Mature Admission category.

Additional Admission Criteria

All applicants must meet the following:

1. English Language Proficiency

To be evaluated through the Office of the University Registrar

Applicable to all admission categories

All applicants must meet an acceptable level of English language proficiency. We will require official documents such as high school or post-secondary transcripts or proof of successful completion of standardized language evaluation. Full details are available in MacEwan University's academic calendar or online at MacEwan.ca/ELP.