

DIGITAL EXPERIENCE DESIGN MAJOR - BACHELOR OF DESIGN

Overview

Design digital products such as websites, apps, wearables, AR/VR and games. Learn how people interact with digital products, research real-world problems and create digital solutions that are useful, usable and desirable.

If you love using digital products and want to create the next killer app, a career in digital experience design is for you. Train for one of the many careers within DXD: user experience designer (UXD), interaction designer (IX), user interface designer (UID), web designer, product manager, information architect (IA), service designer (SD) or customer experience designer (CX).

In practice-based, hands-on courses, learn to understand and identify client problems, recognize user needs and translate these into wireframes, prototypes and visual interfaces. Learn and apply new processes and techniques to create digital products using the latest industry tools and practices to meet the emerging needs of a rapidly changing technological environment.

Degree Requirements

| | | |
|----------|---|---|
| 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:

| | | |
|----------|---|--|
| 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.

Major Requirements 21

Students must complete 21 credits of requirements specific to the major. Please see Major Requirements tab.

Total Credits 120

PROGRAM OPTIONS

List of Program Options

| | | |
|----------|---|---|
| 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 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 413 | Information Design II | 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 (no declared major) if they have a particular area of interest. Students can also develop their own pathway by selecting various program options.

Visual Communication Design

| | | |
|----------|-----------------------------------|---|
| DESN 200 | Drawing for Illustration | 3 |
| DESN 250 | Introduction to Photography | 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 413 | Information Design II | 3 |
| DESN 418 | Advertising Design II | 3 |

Digital Experience Design

| | | |
|----------|---|---|
| DESN 340 | Web Design & Development I | 3 |
| DESN 342 | Digital Experience Design Theory, Methods, and Issues | 3 |
| DESN 413 | Information 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 |

Photography, Video and Motion Graphics

| | | |
|----------|---|---|
| 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

| | | |
|----------|-----------------------------------|---|
| ARTE 120 | Drawing I | 3 |
| ARTE 205 | Painting I | 3 |
| ARTE 215 | Painting II | 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 |

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 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 |

Major Requirements

| Code | Title | Credits |
|------|-------|---------|
|------|-------|---------|

Within the 21 credits students must take 12-21 credits from the following list of Digital Experience Design courses:

| | | |
|----------|---|---|
| DESN 243 | | |
| DESN 340 | Web Design & Development I | 3 |
| DESN 342 | Digital Experience Design Theory, Methods, and Issues | 3 |
| DESN 345 | | |
| DESN 347 | | |
| DESN 349 | | |
| DESN 413 | Information 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 447 | | |

Students can then take 0-9 credits from a list of related courses within the Bachelor of Design and in other university programs:

| | | |
|----------------------|--------------------------------|-----------|
| DESN 246 | | |
| DESN 260 | Introduction to Video | 3 |
| DESN 261 | Motion Graphics I | 3 |
| DESN 361 | Motion Graphics II | 3 |
| CMPT 101 | Introduction to Computing I | 3 |
| CMPT 103 | Introduction to Computing II | 3 |
| CMPT 200 | Data Structures and Algorithms | 3 |
| CMPT 310 | Computers and Society | 3 |
| <i>Total Credits</i> | | <i>21</i> |

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.

Declared Major

Students have the option to declare a major by published deadlines. All majors within the Bachelor of Design are 21 credits. No more than 9 credits can be at the 100-level.

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 Graduation \(https://www.macewan.ca/c/policies/graduation_procedure.pdf\)](https://www.macewan.ca/c/policies/graduation_procedure.pdf) Procedure.

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). 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.

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.