Emily Carr University of Art + Design
Continuing Studies Department

Visual Communication Design
Program Curriculum Handbook

Effective Date: September 2019
(Program Effective January 2020)

Learn compelling skills for the diverse and comprehensive field of Visual Communication Design, with concentrations in digital illustration, digital photography or interaction design. Students of the new Visual Communication Design Certificate will achieve a broad range of introductory and intermediate-level communication design skills including typography, software, web design, branding and data visualization, and choose an additional area of concentration through a series of elective courses. Embark on a new career path, create a web-based portfolio of work and learn to promote yourself for a dynamic personal or professional practice.

PROGRAM GOAL

The Visual Communication Design Certificate provides students with introductory to intermediate level design techniques, skills, and concepts to enhance their current practice, pivot career paths, or in preparation for further education.

Students will take courses in typography, design software, data visualization, web design, branding, and publication design, as well as professional development to gain knowledge in contemporary design techniques and practices. From colour theory and drawing, to representing research in compelling visual form, students will be introduced to communication design skills to better convey ideas to a client or audience.

In addition, students of this program will focus on specialized interests via elective courses with options for digital illustration, digital photography, or user experience design. Through completion of assigned and independent projects, as well as in-class presentations and critiques, students will have the opportunity to prepare a portfolio of work and launch their online presence as an up-and-coming Visual Communication Designer.

PROGRAM LEARNING OUTCOMES

Students who complete the Visual Communication Design Certificate should have the skills and knowledge required to:
- Demonstrate intermediate level typography skills and techniques;
- Demonstrate intermediate level web design skills and techniques;
- Use Adobe Creative Cloud applications for design and production;
- Communicate complex and/or abstract ideas and data through visual means;
- Demonstrate the value and application of design research;
- Analyze a client brief and determine deliverables, costs and timelines;
- Create a marketing plan for freelance and other professional practices;
- Deliver presentations and provide thoughtful feedback to peers;
- Create and host a web-based portfolio of work.

INSTRUCTIONAL ACTIVITIES + DESIGN

The program is presented in a variety of formats including online courses, lectures, hands on practice, lab-based courses, and project presentations. Projects will vary in terms of complexity, time frame, tools and materials used, methods, and level of independence.

Lab-based classes may be supplemented with presentations, lectures, exercises and discussions, independent work time, critiques, etc. Lecture- or seminar-based courses will focus on theory, critical investigations or the history of design. Working independently or in groups, students may be required to write, research or present responses to the critical concepts introduced.

Students will have access to computer labs, some materials and tools, the Library, and other facilities.

PROGRAM LENGTH

Students complete the Visual Communication Design Certificate at their own pace, registering in their required and electives courses according to their own schedule and availability. Courses are offered over evenings and weekends, allowing for part-time study.

Students must complete a minimum of 390 hours of class-time. Courses range in length from 12 to 36 hours.

ASSIGNMENTS + ASSESSMENTS

Students are evaluated through the completion of assignments and projects as well as exercises, written work, presentations and critiques. Students can expect to spend approximately one hour completing homework for every one hour spent in class.

Continuing Studies part-time certificate program courses follow a Pass/Fail assessment and grading methodology. Students must demonstrate competency in every course learning outcome to receive a Pass (P) grade, and must achieve a Pass (P) in every required course to be eligible for a Visual Communication Design Certificate

To receive a passing grade in each of their courses, students must:
- Maintain a minimum 85% attendance rate;
- Complete assignments, exercises, and activities to instructor's requirements;
- Demonstrate a Commendable, Very Good, or Good level of understanding of the subject matter, concepts, and techniques
- Satisfy all course learning outcomes to the instructor's stated P/F standards.

ADMISSIONS

No previous experience in Visual Communication, Graphic Design, Illustration or other Design practice is required to begin the Visual Communication Design Certificate, but basic computer skills are recommended. To register in the required courses, students must be over the age of 18 at the start of their course, have proficiency in spoken and written English and should have completed Grade 12 or equivalent education.

As a guideline, we expect applicants to have an IELTS score of 4.0-5.0 for studio courses and 6.0 for lecture courses.

PROGRAM COMPLETION

Students must achieve a Pass (P) in every required course and maintain an 85% attendance rate to be eligible for a Visual Communication Design Certificate.

To receive a Visual Communication Design Certificate, students must request a Certificate Completion Form for transcript review.

CAREERS

Visual Communication Design Certificate recipients may apply their education to a variety of careers and enterprises. Depending on the level of work they achieve and previous education and experience, they may pursue a range of opportunities, including:

- Graphic Design
- Advertising and Visual Marketing
- Data Visualization
- Publication
- Commercial Illustration
- Photo Retouching
- Web Design
- UX Design
- UI Design
- Cartooning

FURTHER EDUCATION

Students can use work from their Visual Communication Design Certificate in an admissions portfolio to apply for the following programs:

- Bachelor of Design, Communication Design
- Bachelor of Design, Interaction Design
- Bachelor of Fine Arts, Illustration
- Bachelor of Media Arts, 2D & Experimental Animation

COURSE DESCRIPTIONS

We strongly encourage students to complete courses in the recommended order given below to best support their student experience and success in meeting their learning outcomes. However, students can register in any course for which they meet the prerequisites. In the event of a conflict between the recommended course order and the prerequisites of our courses, please follow the prerequisites.

COURSE CODE	REQUIRED COURSES	
	COURSE NAME + DESCRIPTION	HOURS
CECD 100 *(Formerly CECD 110)*	**Introductory Communication Design** (formerly *Basics of Communication Design*) This course introduces the fundamentals of communication design, and skills for translating a message into a visual design. Students will apply steps from research and problem definition through to concept development and completing the final design.	**24**
CECD 101 *(Formerly CECD 160)*	**Drawing for Designers** (formerly *Drawing for Design*) Drawing is an essential skill throughout the design and production process, from concept development to effective visual communication with clients and collaborators. This course introduces basic principles of drawing for designers including tone and value, mass and volume, line and composition. Drawing techniques, in combination with design principles and problem-solving skills, are explored to create visualizations, drafts and renderings.	**24**
CECD 102	**Colour Theory for Designers** Explore colour and colour theory as they apply to the design process. This course introduces colour modes, functions, attributes, and relationships toward effective and dynamic visual impact for design and visual media. Students will learn to analyze visual colour challenges, understand psychological and symbolic uses of colour to communicate ideas, and achieve effective compositional harmony using colour schemes. Prerequisites: Basic computer skills required; knowledge of Adobe CC an asset.	**24**
CECD 103 *(Formerly CECD 112)*	**Introductory Typography** (formerly *The Art of Fonts*) Introducing fundamental principles of typography, this course demonstrates how to apply basic typographic knowledge to a range of print and media projects. Covering essential topics such as terminology and anatomy of letterforms, and selecting and combining type, students will begin to explore typographic messaging and learn to create dynamic communications. Prerequisites: Basic computer skills required; knowledge of Adobe CC an asset.	**24**

CECS 120 *(Formerly CECS 136)*	**Adobe CC for Design + Production** (formerly *Adobe Suite for Design + Production*) This course provides a comprehensive introduction to Adobe Creative Cloud, including Illustrator, Photoshop and InDesign. As integrated software tools for the design and production of print and media assets, you will be introduced to topics including document layout, typesetting, vector and raster images for print and digital outputs. Gain basic knowledge of each program, and how they work together as an integrated toolkit. Note: This course is taught in our Mac Labs using Creative Cloud. Students must have or create an Adobe ID prior to the start of the course. Prerequisites: Basic computer skills required;	**36**
CECS 110* *(Formerly CECS 131)*	**Introductory Adobe Photoshop** (formerly *Adobe Photoshop: The Basics*) Explore the creative potential of Adobe Photoshop for raster image processing and photo editing. This course introduces skills and techniques needed to work in this industry-standard program and apply knowledge to practical projects. Learn basic image manipulation, channels and paths, blending and combining images and adding text. Note: This course is taught in our Mac Labs using Creative Cloud. Students must have or create an Adobe ID prior to the start of the course.	**12**
CECS 111* *(Formerly CECS 130)*	**Introductory Adobe Illustration** (formerly *Adobe Illustrator: The Basics*) Adobe Illustrator is a powerful digital tool for many applications including illustration, drawing and design. Learn key features, become familiar with digital drawing and painting techniques using Bezier curves, geometric shapes, gradients and patterns. Note: This course is taught in our Mac Labs using Creative Cloud. Students must have or create an Adobe ID prior to the start of the course.	**12**
CECS 112* ***(Formerly CECS 133)***	**Introductory Adobe InDesign** (formerly *Adobe InDesign: The Basics*) Adobe InDesign is a powerful tool for design, page-layout and production, and is the ideal platform to bring together PDF, raster and vector assets from other Adobe tools. Gain basic experience generating and formatting text, images and page layouts, as well as colour as it relates to print and production. Note: This course is taught in our Mac Labs using Creative Cloud. Students must have or create an Adobe ID prior to the start of the course.	**12**
CEDA 100 *(Formerly CEDA 232)*	**Introductory Web Design** (formerly *Introduction to Web Design*) This course introduces the fundamentals of website design. Content includes technical and aesthetic issues of developing a website, such as writing code effective across multiple browsers and devices, and producing bandwidth-friendly graphics for your site. For anyone currently using a Content Management System such as WordPress, this course will teach you to write HTML and CSS that will greatly expand your ability to modify the look and usability of your site. Prerequisites: Basic computer knowledge required; CECS 120 *Adobe CC for Design + Production* an asset.	**24**

CECD 200 *(Formerly CECD 310)*	**Branding + Identity Design** (formerly *Brand Design*) The process of branding presents a consistent message or personality to an audience. This course introduces visual identity creation, implementation and maintenance through explorations of brand identity concepts and principles. Research, assignments, critiques and discussion encourage a holistic understanding of visual identity, and demonstrates how a brand continues to grow throughout all points of contact with its audience. Recommended Prerequisites: CECD 100 *Introductory Communication Design*	**24**
CECD 201	**Visualizing Information** Engaging principles of data visualization and infographic design, this course explores the fundamental practices of converting abstract ideas and data into compelling visuals. In the age of big data, representing concepts, processes and information efficiently and effectively is especially important. From research and problem definition, through to concepts and finished designs, students will learn to translate complex information into inventive, digestible visual formats. Recommended Prerequisites: CECD 100 *Introductory Communication Design,* CECS 120 *Adobe CC for Design + Production* (or CECS 112 *Introductory Adobe InDesign* and CECS 111 *Introductory Adobe Illustrator*)	**24**
CECD 202 *(Formerly CECD 330)*	**Publication Design** Building on basic principles of design, this course introduces layout concepts for multi-page document design and strategies for commercial and small-run printing. Apply grid systems, incorporate images and text and learn folding and binding options for effective information delivery. Prior knowledge of Adobe InDesign and Photoshop is required. Prerequisites: Adobe Suite for Design + Production or Introduction to Adobe Photoshop and Introduction to Adobe InDesign. Recommended Prerequisites: CECD 100 *Introductory Communication Design,* CECS 120 *Adobe CC for Design + Production* (or CECS 112 *Introductory Adobe InDesign*), CECD 103 *Introductory Typography*	**24**
CECD 203 *(Formerly CECD 320)*	**Intermediate Typography** (formerly *Typography*) This course focuses on the typographic conventions that inject clarity, professionalism and energy into print and media projects. Essential topics include how project content informs type structure, the relationship between readability and legibility, type as image and creating expressive compositions with type. Prerequisites: CECD 103 *Introductory Typography*	**24**
CEDA 200 *(Formerly CEDA 332)*	**Intermediate Web Design** (formerly *Advanced Web Design*) Developing on fundamental skills introduced in CEDA 100 Introduction to Web Design, this course delves into desirable skills for the modern web designer. Topics include modern JavaScript, advanced selectors, flexbox layout, preprocessors, transitions & animation, CSS blend modes, and more. At the conclusion of the course, students will be able to effectively create responsive, complex web applications. Prerequisites: CEDA 100 *Introductory Web Design*	**24**

CEPD 201 *(Formerly* *CEPD 210)*	**Professional Practices for Designers** (formerly *The Business of Design Practice*) Introducing strategies and techniques for developing and launching your creative design services, this course is ideal for those involved in design practices, developing a business, or for students just discovering design. Identify your distinct qualities as a creative practitioner, craft effective professional communications, discover professional design resources, develop a marketing plan, and practice delivering confident presentations to an audience.	**24**
CESE 103 *(Formerly* *CECS 110)*	**New Topics in Contemporary Design** (formerly *Issues in Contemporary Design*) Bridging theory and practice this course explores the impact of design in everyday life. Examine a range of contemporary design trends and issues including social and ethical responsibility, accessibility and inclusiveness, the internet of things, and more. Through research and discussions, you will work collaboratively to address emergent design challenges, toward practical implications of developing design proposals.	**24**

*Students can opt to pursue each of CECS 110, CECS 111 and CECS 112 as 12-hour workshops, or the equivalent CECS 120 as a full 36-hour course.

ELECTIVE STREAM – 72 course hours		

ILLUSTRATION STREAM		
CEIL 100	**Introductory Illustration** Illustration is an effective form for linking images to text and communicating ideas, offering commentary, educating and catching the attention of an audience. In this course you will be introduced to illustration and the many roles it can play. Hands-on projects, presentations, discussions and critiques will expose you to a variety of techniques, media and styles as you explore how content, design elements and materials are used in the translation of ideas into images.	24
CEIL 101**	**Introductory Digital Illustration** In this course, students will expand their practice through the essential skill of digital illustration. Using Adobe Creative Cloud: Photoshop + Illustrator, students will learn a number of tools and techniques needed to take illustration work from sketchbook to finished digital illustration. Learning from contemporary digital illustrators and practices, students develop their personal style and elevate their creative potential in preparation for the illustration industry. Recommended Prerequisite(s): Basic Mac computer experience	24
CEIL 203	**Commercial Illustration** This course explores illustration techniques with a focus on commercial marketing and branding. Learn to apply creative designing and drawing skills to the communication design field, and expand your art or design practice to commercial businesses. Practical exercises in logo design, poster design, narrative storyboards and advertising will be applied. You will learn the tools with which to evaluate your own work from the perspective of the commercial market. Recommended Prerequisite(s): CEIL 100 *Introductory Illustration* strongly recommended.	24
	TOTAL ELECTIVE HOURS	**72**
	TOTAL CERTIFICATE COURSE HOURS	**396**

** **Students with a strong background in Adobe Illustrator may opt to pursue *CEIL 102 Intermediate Digital Illustration* instead of *CEIL 101 Introductory Digital Illustration.* Contact csdesign@ecuad.ca for more information and/or approval.**

ELECTIVE STREAM – 72 course hours		

PHOTOGRAPHY STREAM		
CEPH 100*	**Introductory Digital Photography** This course is designed for those beginning to explore photography using a digital camera or for those wanting to add digital techniques to their current photographic practice. While focusing on the specific nature of digital photography, you will also be exposed to larger considerations of composition, lighting and framing. Additionally, you will learn basic image editing and printing techniques. The course is organized around a series of projects, but also offers you the opportunity to work on your independent projects.	24
CEPH 201	**Studio Lighting** This course explores the aesthetic, narrative and creative possibilities of photographic lighting. You will be encouraged to expand the conceptual boundaries of your work through experimenting with studio lighting and flash. A variety of techniques and exercises will include studio workshops and independent projects, alongside lectures and discussions. You will be exposed to contemporary and historical practices that further experiment with lighting in photography. This course provides a solid foundation in technical skills while introducing you to the creative potential of photographic lighting. Recommended Prerequisite(s): CEPH 100 *Introductory Digital Photography*	24
CEPH 203	**Commercial Photography** Students will explore the field of Commercial Photography through a variety of hands-on assignments and exercises in the studio and on location. Students will have the opportunity to experience an array of Commercial Photography focuses, such as food, product or interior photography. Students will create usable images that satisfy detailed creative briefs aligned with the industry. Alongside lectures and discussion, students will develop their unique business intentions that allow transition into a professional commercial practice. Recommended Prerequisite(s): CEPH 100 *Introductory Digital Photography*	24
	TOTAL ELECTIVE HOURS	**72**
	TOTAL CERTIFICATE COURSE HOURS	**396**

*** Students with a strong background in digital photography may opt to pursue *CEPH 200 Intermediate Digital Photography* instead of *CEPH 100 Introductory Digital Photography.* Contact csdesign@ecuad.ca for more information and/or approval.

ELECTIVE STREAM – 66 course hours		
USER-CENTERED DESIGN STREAM		
CEDA 150 *(formerly CEDA 250)*	**Introductory WordPress** (formerly *Introduction to WordPress*) This course offers an introduction to building websites using WordPress, the most popular content management system. Producing several different sites, students will learn to install WordPress, make posts, pages, galleries, and other content, as well as evaluate and use various WordPress themes and plugins. Learn how to safely develop sites before taking them live, how to keep your site secure and content backed up, and how to recover from a hacked or otherwise damaged site. Prerequisites: Basic internet & computer skills	12
CEDA 700****	**Introduction to User Interface and User Experience Design** This course introduces UI and UX, the essential tools required to create compelling user experiences for desktop, table and mobile users. Students will learn to plan and design effective user interfaces based on aesthetic, psychological, scientific, and technological considerations. Topics include user-centered design, identifying requirements, and information architecture. Students will build mock-ups and create wireframes to test the user experience. Recommended Prerequisite(s): CECD 100 *Introductory Communication Design*	18
CEDA 710****	**Introduction to Web Analytics** In this course students learn how to increase web traffic and improve the user experience by understanding and interpreting Google Analytics. Topics include metrics and data collection, Key Performance Indicators (KPIs), Search Engine Optimization (SEO) measurements, and optimizing paid search campaigns. Recommended Prerequisite(s): CEDA 700 *Introduction to User Interface and User Experience Design;* CECD 100 *Introductory Communication Design*	18
CEDA 720****	**Intermediate User Interface and User Experience Design** This intermediate studio course builds on the foundational knowledge of effective user interface and user experience design, gained in the Introduction to UI and UX course. Topics include persuasive UX and the ethics of design, sustainable behaviour, user engagement, storytelling for UXD, and gamification. Students will conduct user testing, create wireframes and build mock-ups to test the UX of their designs. Prerequisites: CEDA 700 *Introduction to User Interface and User Experience Design*	18
	TOTAL ELECTIVE HOURS	**66**
	TOTAL CERTIFICATE COURSE HOURS	**390**

**** Course offered online by OCADU Continuing Studies. Students must register through ECUAD to complete the Visual Communication Design Certificate programs.

TRANSCRIPT OF ACHIEVEMENT

All assessments are reported to the Continuing Studies Student Records Department where an official Transcript is organized to show the final grade for each Visual Communication Design Certificate course.

ASSESSMENT GRADING MATRIX

Grading Scale				
Letter Grade	**Grade Points**	**Percentage**	**Equivalent Descriptions of Achievement**	**Expanded Definitions of Achievement**
A+	4.33	95-100	Distinguished	For coursework of distinction, demonstrating a Distinguished, Outstanding or an Excellent level of understanding of the subject matter, concepts, and techniques achieved in satisfying the learning objectives of a course.
A	4.00	90-94	Outstanding	
A-	3.67	85-89	Excellent	
B+	3.33	80-84	Commendable	For coursework demonstrating a Commendable, Very Good, or Good level of understanding of the subject matter, concepts, and techniques achieved in satisfying the learning objectives of a course.
B	3.00	75-79	Very Good	
B-	2.67	70-74	Good	
C+	2.33	65-69	Competent	Coursework demonstrates a competent, satisfactory or passing level of understanding of the subject matter, concepts, and techniques achieved in satisfying the learning objectives of a course.
C	2.00	60-64	Satisfactory	
C-	1.67	55-59	Pass	
D	1.00	50-54	Marginal Pass	Coursework demonstrates a marginal or barely adequate level of understanding and ability for satisfying the learning objectives of a course.
F	0.00	0-49	Fail	
Grade notations				
AEG			Aegrotat Standing	
P/F			**Pass/Fail**	**Grades of 'Pass' (P), 'Fail '(F) or 'Credit' (CR) may be assigned to select courses that identify P/F/CR as the grading method approved at Senate. Grades of P/F/CR are GPA neutral and will not impact grade point average positively or negatively.**
CR			Credit granted	
I			**Incomplete Grade**	**Incomplete grades may be granted by the instructor, for cases where the student has been unable to complete the course work because of extenuating circumstances beyond their own control. Such circumstances may be medical or of a personal nature and the student may be required to provide documentary evidence.**
W			**Withdrawal from a course**	**Grades of 'W' will be assigned where a student officially de-registers from a course in advance of the withdrawal deadline each semester.**

				Grades of W bear no academic penalty and will not be calculated as part of a student's GPA, but will appear on a student's academic transcript.