First Year Design Fundamentals

Refer to Bear Tracks for current schedule (term, days and times) these courses are offered.

**DES 135 Design Fundamentals (non-BFA/BDES)**
(*3 (fi 6) (either term, 0-6L-0). Studio-based introduction to the conceptual and practical concerns of the design disciplines. Two- and three-dimensional design-related studies. Note: ART 134 and DES 135 are required prerequisites for senior level ART or DES courses.

**DES 138 Design Fundamentals I (BFA/BDES only)**
*3 (fi 6) (first term, 0-6L-0). Studio-based introduction to the conceptual and practical concerns of the design disciplines. Two- and three-dimensional design related studies. Note: Restricted to BFA and BDesign students.

**DES 139 Design Fundamentals II (BFA/BDES only)**
*3 (fi 6) (second term, 0-6L-0). Further study of the conceptual and practical concerns of the design disciplines. Two- and three-dimensional design related studies. Note: Restricted to BFA and BDesign students. Prerequisite: DES 138.

Second Year Industrial Design and Visual Communication Design

**Students wishing to study Industrial Design MUST register in the following four Industrial Design courses as prerequisites for the 400-level:**

**DES 300 Foundations of Industrial Design I**
*3 (fi 6) (first term, 0-6L-0). Introduction to the principles, methods and techniques of industrial design. Studies of three-dimensional design address concept, form and function in a social/environmental context and involve projects combining theory and practice in two and three dimensions. Prerequisites: ART 134 and DES 135 or ART 136 and DES 138. Corequisite: DES 302 and consent of Department. BDes Students must enroll in DES 301 in second term.

**DES 301 Foundations of Industrial Design II**
*3 (fi 6) (second term, 0-6L-0). Continuing study of the principles, methods and techniques of industrial design. Studies of three-dimensional design address concept, form and function in a social/environmental context and involve projects combining theory and practice in two and three dimensions. Prerequisites: DES 300. Corequisite: DES 303 and consent of Department.

**DES 302 Introduction to Visual Presentation I**
*3 (fi 6) (first term, 0-6L-0). Introductory studies in models and graphics based projects implementing the materials and processes of traditional visualization methods and media. Prerequisite: DES 300 and consent of the Department. BDes students must enroll in DES 303 in second term.

**DES 303 Introduction to Visual Presentation II**
*3 (fi 6) (second term, 0-6L-0). Continuing studies in models and graphics based projects implementing the materials and processes of traditional visualization methods and media. Prerequisites: DES 302. Corequisite: DES 301 and consent of the Department.

**DES 384 Introduction to Integrative Design**
*3 (fi 6) (second term, 0-6L-0). Introductory studies include 3-D model building, application of type, symbols and signage in 3-D environments, materials and fabrication and printing processes. Corequisites: DES 301 or DES 394. Not open to students with credit in both DES 301 and DES 394.
DES 393 Foundations of Visual Communication Design I
*3 (fi 6) (first term, 0-6L-0). Introduction to the principles of visual communication design. Study of communication concerns through the use of photography and typography. Emphasis on appropriateness, clarity, expression and description. Introduction to information and publication design problems. Prerequisites: ART 134 and DES 135, or ART 136 and DES 138, and consent of department. BDes students must enroll in DES 394 in second term.

DES 394 Foundations of Visual Communication Design II
*3 (fi 6) (second term, 0-6L-0). Continuing study of the principles of visual communication design. Study of communication concerns through the integration of photography and typography. Emphasis on appropriateness, clarity, expression and description. Introduction to information and publication design problems. Introduction to the computer as a tool for language and visual communication. Prerequisites: DES 393, and consent of Department.

DES 395 Introduction to Form, Visual Elements and Systems
*3 (fi 6) (first term, 0-6L-0). Structure, representation and expression. Creation, observation and categorization. Form, color and tone systems in contemporary and historical design, and in the environment. Prerequisite or corequisite: DES 393 and consent of the Department.

DES 396 Introduction to Research and Theory in Design

Third Year Industrial Design and Visual Communication Design

DES 400 Intermediate Industrial Design Principles and Practices I
*3 (fi 6) (first term, 0-6L-0). Subject areas include research methods and the design processes; communication skills and collaborative dynamics, human factors, the psychology of design, material properties and applications for fabrication and production, market considerations. Projects are 2-D, 3-D and computer-based. Prerequisites: DES 302 and DES 303 and consent of Department. BDes Students must enroll in DES 401 in second term.

Be sure to register in corresponding sections i.e. DES 400 A2 and DES 401 B2.

DES 401 Intermediate Industrial Design Principles and Practices II
*3 (fi 6) (second term, 0-6L-0). Subject areas include research methods and the design processes; communication skills and collaborative dynamics, human factors, the psychology of design, material properties and applications for fabrication and production, market considerations. Projects are 2-D, 3-D and computer-based. Prerequisites: DES 400 and consent of Department.

Be sure to register in corresponding sections i.e. DES 400 A2 and DES 401 B2.

DES 402 Product Design Principles and Practices I
*3 (fi 6) (either term, 0-6L-0). A studio-based course which implements design principles and practices with a focus on their application to product design for batch production and mass production. Experimentation and concept development with computer technology. 2-D media and 3-D models and mock-ups. Prerequisite or corequisite: DES 400 and consent of Department.

DES 403 Furniture Design Principles and Practices I
*3 (fi 6) (either term, 0-6L-0). A studio-based course which implements design principles and practices with a focus on their application to furniture design for batch production and mass production. Experimentation and concept
development with computer technology. 2-D media and 3-D models and prototypes. Prerequisite: DES 400 Corequisite: DES 401 and consent of Department.

**DES 425 Word and Image: Intermediate Projects in Printmaking for Designers and Artists**
*6 (fi 12) (two term, 0-6L-0). Exploration of the multiple relationships between word and image generated through consideration of text. Prerequisites: ART 322 and DES 394. Note: Registration priority will be given to BDesign Printmaking Route students.

**DES 483 Seminar on Design Issues**
*3 (fi 6) (either term, 0-3s-0). Contemporary design issues in the fields of theory, criticism, history, professional practice and social concerns. Restricted to third-year Bachelor of Design students. Prerequisite(s): ART H 209 and/or consent of Department.

**DES 484 Integrative Design Principles and Practices I**
*3 (fi 6) (first term, 0-6L-0). Studio-based course which integrates Visual Communication Design and Industrial Design concepts and practices. Individual and group projects address subjects including: signs, symbols, and communication; as well as products, packaging, and graphics. Pre- or corequisites: DES 300 and 393 or DES 300 and 384, or DES 393 and 384 and consent of Department.

**DES 485 Integrative Design Principles and Practices II**
*3 (fi 6) (second term, 0-6L-0). Studio-based course which integrates Visual Communication Design and Industrial Design concepts and practices. Individual and group projects address subjects such as point of purchase displays and retail environments, combining 2-D and 3-D considerations. Pre- or corequisites: DES 301 and 394 or DES 301 and 384, or DES 394 and 384 and consent of Department.

**DES 493 Concepts and Systems in Visual Communication Design I**
*3 (fi 6) (first term, 0-6L-0). Systematic approaches to typographic, graphic and diagrammatic communication, image creation and manipulation. Project management and research. Prerequisites: DES 394 and consent of Department. BDES Students must enroll in DES 494 in second term.

**DES 494 Concepts and Systems in Visual Communication Design II**
*3 (fi 6) (second term, 0-6L-0). Systematic approaches to typographic, graphic and diagrammatic communication, image creation and manipulation. Project management and research. Prerequisites: DES 493 and consent of Department.

**DES 495 The Image I**
*3 (fi 6) (first term, 0-6L-0). Further studies in the use of the photographic image in the design context. The communicative function of the image. Representation, description, expression and persuasion. History and theory of the use of images. Prerequisites or corequisites: DES 493 and consent of Department.

**DES 496 The Image II**
*3 (fi 6) (second term, 0-6L-0). Complex image creation for communicational purposes mainly in electronic media. Introduction to criticism. Prerequisites or corequisites: Prerequisite: DES 493 and corequisite: DES 494 and consent of Department.

**DES 497 Advanced Typography**
*3 (fi 6) (first term, 0-6L-0). Typography in the context of language communication. Design of letterforms. The study of notation schemes. The history of letterforms, history of printing and book design. Corequisite DES 493 and Prerequisite consent of Department.
DES 498 Information Design

Fourth Year Industrial Design and Visual Communication Design

DES 500 The Practice of Industrial Design I
*3 (fi 6) (first term, 0-6L-0). Subject areas include design and culture; human factors; social, environmental and economic implications of design; appropriate technologies; production considerations processes; communication skills and collaborative dynamics; human factors; the psychology of design; material properties and applications for fabrication and production; market considerations. Projects are 2-D, 3-D and computer-based. Prerequisites: DES 401 and consent of Department. BDes Students must enroll in DES 501 in second term.

DES 501 The Practice of Industrial Design II
*3 (fi 6) (second term, 0-6L-0). Subject areas include design and culture; human factors; social, environmental and economic implications of design; appropriate technologies; production considerations processes; communication skills and collaborative dynamics; human factors; the psychology of design; material properties and applications for fabrication and production; market considerations. Projects are 2-D, 3-D and computer-based. Prerequisites: DES 500 and consent of Department.

DES 502 Product Design Applications and Technologies
*3 (fi 6) (first term, 0-6L-0). A studio-based course in which projects address the requirements of special user groups and specific markets with special consideration of the production capabilities of western Canada. Computer-aided design and manufacturing will be the focus of at least one project. Prerequisite: DES 402. Corequisite: DES 500 and consent of Department.

DES 503 Furniture Design Applications and Production Technologies
*3 (fi 6) (second term, 0-6L-0). A studio-based course in which projects address the requirements of special user groups and specific markets with special consideration of the production capabilities of western Canada. Computer-aided design and manufacturing will be the focus of at least one project. Prerequisite: DES 403. Corequisite: DES 501 and consent of Department.

DES 525 Word and Image: Advanced Projects in Printmaking for Designers and Artists
*6 (fi 12) (two term, 0-6L-0). Exploration of the multiple relationships between word and image generated through consideration of text. Prerequisite: DES 425 or ART 425. Note: Registration priority will be given to BDesign Printmaking Route students.

DES 584 Integrative Design Applications I
*3 (fi 6) (either term, 0-6L-0). A 2-D/3-D studio-based course in which projects address the research, development and fabrication requirements of educational and interpretive design, with special consideration of technological and cultural contexts. Prerequisites: DES 484 and/or DES 485 and consent of Department.
**The scheduling of this fall term course alternates every second year with DES 585, offered in winter.

DES 585 Integrative Design Applications II
*3 (fi 6) (either term, 0-6L-0). A 2-D/3-D studio-based course in which projects address the research, development and fabrication requirements of commercial applications of design in specific settings, with special consideration of technological and cultural contexts. Prerequisites: DES 484 and/or DES 485 and consent of Department.
**The scheduling of this winter term course alternates every second year with DES 484, offered in fall.
DES 593 The Practice of Graphic Design I  
*3 (fi 6) (first term, 0-6L-0). Applied practical projects and complex design systems. Problem definition, strategic planning, project management and design evaluation. Project brief and production specifications, professional practice, procedures, codes of ethics, pricing and intellectual property. Prerequisites: DES 494 and consent of Department. BDes students must enroll in DES 594 in second term.

DES 594 The Practice of Graphic Design II  
*3 (fi 6) (second term, 0-6L-0). Applied practical projects and complex design systems. Problem definition, strategic planning, project management and design evaluation. Project brief and production specifications, professional practice, procedures, codes of ethics, pricing and intellectual property. Prerequisites: DES 593 and consent of Department.

DES 595 Communication Design for Interactive Media I  
*3 (fi 6) (first term, 0-6L-0). Design issues in new communication media. Open information structures and networks as complex hierarchical systems. Internet as an information resource, research tool and mass communication media. Navigation, interaction and interface design in hypermedia. Corequisite DES 593 and Prerequisite consent of Department.

DES 596 Communication Design for Interactive Media II  
*3 (fi 6) (second term, 0-6L-0). Design for information, education and instruction using multimedia, Navigation, interface design in the context of human-machine interaction. Complex information systems, project planning and development strategies. Prerequisite DES 593 and consent of Department and corequisite DES 594.

DES 597 Design Management  
*3 (fi 6) (first term, 0-6L-0). Project and office management. Design methods and evaluation, systems theory, writing for design. Introduction to marketing and social marketing, motivational and audience studies. Prerequisite or corequisite: DES 593 and consent of Department.

DES 586 Design Practicum I  
*3 (fi 6) (first term, 0-6L-0). Design internship in design offices, industry, museums and other appropriate professional hosts and venues, bridging formal education and professional practice. Prerequisite: consent of Department.

DES 587 Design Practicum II  
*3 (fi 6) (second term, 0-6L-0). Design internship in design offices, industry, museums and other appropriate professional hosts and venues, bridging formal education and professional practice. Prerequisite: consent of Department.