

APDE 1000: IDEAS AND IMAGERY

Course outlines are reviewed annually as part of continual quality improvement. This course was last updated for the effective term below.

Effective Term

Fall 2020

Full Course Title

Ideas and Imagery

Academic Level

Post Secondary

Subject Code

APDE - PS Applied Design

Course Number

1000

Grade Mode

Numeric

PLAR Applicable

Yes

Total Hours

42

Course Description

In this course, students learn how to develop original images and concepts by experimenting with creative thinking, synectics and the design process.

Transfer Credit Course(s), can be used for credit towards this course

APD 3134 - Ideas & Imagery

Course Content

- Creative processes: research techniques, ideation, teamwork, evaluating ideas
- Creative communication of ideas
- Introductory skills in a variety of art media
- Synectics: analogy, imaging, transforming, signification, myth making, ritual/performance, paradox
- Visual problem solving
- Portfolio development and rationales
- Environmentally sustainable design
- Innovation and entrepreneurship

Course Evaluation

The passing grade for this course is 50% unless otherwise noted below. The evaluation is comprised of:

- Projects 70%
- Assignments 30%

Tests/examinations/assignments must be written/submitted at the time specified. Requests for adjustments to that schedule must be made before the test/exam/assignment date to the faculty member. Failure to do so will result in a mark of "0", unless an illness/emergency can be proven with appropriate documentation at no cost to the College.

The passing grade for all courses is 50%, or letter grade of P (Pass) or S (Satisfactory) unless otherwise noted below. The passing weighted average for promotion through each semester of a program is 60% and is a requirement to graduate.

Academic Appeal

Students at Georgian College can appeal the following:

- A mark on an assignment, test, examination or work-integrated learning term
- Missing or incorrect assessment information on a grade report and/or transcript
- A charge of academic misconduct

Note: Students cannot appeal a final grade. It is the academic work that is appealable leading to the final grade i.e. final test, exam or assignment.

Refer to Academic Regulations 9.2 Academic Appeal for further details.

Course Learning Outcomes

Upon successful completion of this course, the student has reliably demonstrated the ability to:

1. use a variety of research and information gathering techniques to support the problem-solving process;

This learning outcome meets the following Essential Employability Skill(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES10: Time and resource management

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

2. use a variety of creative tools to generate innovative ideas individually or through collaboration with others;

This learning outcome meets the following Essential Employability Skill(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES10: Time and resource management

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

3. articulate concepts related to synectic thinking as well as problem solving using a variety of communication techniques;

This learning outcome meets the following Essential Employability Skill(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES10: Time and resource management

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

4. employ environmentally sustainable design practices, such as sourcing products locally/ethically and/or reducing the environmental footprint, when solving design problems;

This learning outcome meets the following Essential Employability Skill(s):

EES5: Critical thinking to solve problems
EES10: Time and resource management

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

5. apply synectic tools and the creative process to solve design problems;

This learning outcome meets the following Essential Employability Skill(s):

EES4: Approaches to problem solving
EES5: Critical thinking to solve problems
EES10: Time and resource management

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

6. assess their body of work and compile components for the fundamentals portfolio;

This learning outcome meets the following Essential Employability Skill(s):

EES6: Organization of information
EES7: Application of research and information

Evaluation

Introduced
Assessed

Upon successful completion of this course, the student has reliably demonstrated the ability to:

7. explain how innovation and entrepreneurship relate to the visual arts.

This learning outcome meets the following Essential Employability Skill(s):

EES7: Application of research and information

Evaluation

Introduced
Assessed

Key: 824