



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2023	COURSE NO: IXD 201	
INSTRUCTOR:	COURSE TITLE: Brand and Design Systems	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through online or other activities for a 15-week semester. May be offered in an online or mixed-mode format.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

This course introduces students to the strategic and creative process of branding. Students will examine key components and principles of design systems for digital products. Students will also explore methods of co-creation, as they complete a work-integrated learning experience.

COURSE NOTE

IXD 201 is an approved Culture and Creative Expression course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Details on *recommended* texts and readings, if any, will be supplied by the instructor.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Define branding and its human-centred nature.
- Discuss how an organization's vision, values and culture inform brand identity.
- Illustrate the process of branding.
- Define design systems for digital products.
- Inspect open-source and enterprise design systems of various size.
- Compare and contrast key components and principles of a successful design system.
- Complete a visual design project in collaboration with an external organization or client.

Students who complete this Culture and Creative Expression course will be able to do the following:

- Engage in creative processes including conception, investigation, execution, and ongoing critical analysis.
- Identify, analyze, and critique the elements of a form of expression using its specific vocabulary.
- Explain the significance of diverse forms of human creative expression, specifically including Indigenous forms.
- Assess the interaction among cultural frameworks, people, and the natural environment.

COURSE CONTENT

Students should expect to spend at least 4 hours/per week (outside of class time) on course readings, collaborative projects, or assignments.

Week	Topic
1-2	What is branding and brand identity? How is branding human-centred? How does culture shape brand identity?
3	How does an organization's vision, values and culture inform brand identity, how to perform a landscape analysis
4	Landscape Analysis Presentations
5-6	Brand Design Process: brand strategy, art direction for brand design
7	Brand Strategy and Art Direction Presentations
8	Define Characteristics of Responsible Brands
9	Define a Design System: explore Material, Apple IOS, Polaris, the Canadian Government, the role of a design system beyond a visual guide
10	Design System Components: compare and contrast how a design system might incorporate visual design, code, voice, accessibility principles and other emerging components
11	How to develop a sustainable design system — in terms of both longevity and environmental/cultural impact
12	Solving Local Problems: client-initiated design project with City Studio, client brief & research
13	Solving Local Problems: design iteration stage 1
14	Solving Local Problems: design iteration stage 2
15	Solving Local Problems: design presentation

EVALUATION PROFILE

Assessment	% of Final Grade
Participation & Professionalism	10%
Assignments	50%-90%
Quizzes/Midterm	0%-40%
Total	100%

*This course consists of several smaller assignments. No one assignment will be valued at more than 30% of the final grade.

Participation

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 10% of the course grade.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

If a course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late.

Missed Exams/Quizzes/Labs etc.

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant if a class will be missed.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for course-related purposes only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or MS Teams; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

Method of Delivery

Courses may be offered in a hybrid format. A schedule of on-campus and online sessions will be posted on the course syllabus. Students are expected to attend and participate in all synchronous sessions.

Punctuality/Penalties for Lateness

Punctuality is essential. Students more than 15 minutes late for class, or students who leave early without instructor permission, risk being marked absent.

Professional Behaviour

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors. Reliability, a willingness to work cooperatively under sometimes difficult conditions, and a determination to achieve quality work to deadlines are all expected. Students must respect equipment and procedures and should be receptive to constructive criticism of their work.

Required Technology for Remote Learning

To participate in this course, you will need to have access to a laptop or computer with a reliable internet connection, speaker, microphone and webcam. All Interaction Design students are expected to use their university-issued MacBook Pro. Please download the MS Teams and Zoom apps to your laptop.

IDEA School of Design courses require a dedicated Microsoft Teams classroom. Course teams will be set up by instructors and enrolment is by invitation from the instructor. Assignments and most course content will be accessible via MS Teams; some course content may be delivered in the classroom only.

Class Recordings

Portions of in-person or online classes may be recorded by the instructor for educational purposes. These recordings will be shared only with students enrolled in the course. Recordings may not be reproduced, shared with those not registered in the class, or uploaded to any online environment. If an instructor plans any uses for the recordings beyond their class, students identifiable in the recordings must/shall be notified to request their consent prior to such use.

Expectations of Instructors

- To be available during office hours to support your learning.
- To be responsive to your feedback about the course.

Expectations of Students

- To attend in-class and online sessions with necessary materials and equipment.
- To be attentive and engaged during in-class and online sessions and come prepared for class discussions.

- When online remember that you are talking to a person, not a device. Interact respectfully with peers.
- When online mute your microphone when not speaking.
- To ask questions and seek help when appropriate.
- To use good spelling and grammar in email, online posts and Teams Chat, and to speak using respectful language.
- To respect the privacy of others (recordings, photographs or screen shots without permission are not appropriate).