



**Bow Valley  
College**

## **Course Outline**

**DESN2952**

Digital Design Immersive  
Industry Experience - III  
Winter 2024 - Current

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## DESN2952 Digital Design Immersive Industry Experience - III

### COURSE DESCRIPTION

On-the-job training provides learners with professional work experience during which they apply the practical skills, knowledge, and attitudes developed in the program. In consultation with a faculty advisor, each learner conducts a job search and secures a part-time position in the industry. Learners will work 3 days per/week as part of a team and continue to develop their technical skills as a junior designer

REQUISITES	<p>Complete the following courses:</p> <ul style="list-style-type: none"> <li>• DESN2351 - Design Development (3)</li> <li>• DESN2353 - Video Production (3)</li> <li>• DESN2354 - Introductory 2D Motion Design (3)</li> <li>• DESN2951 - Digital Design Immersive Industry Experience - II (3)</li> <li>• MKTG2351 - Brand Standards Guidelines (3)</li> </ul>
EQUIVALENTS	None
CREDITS	3
HOURS	360
ELIGIBLE FOR PLAR	No
ZERO TEXTBOOK COST	Yes

### COURSE LEARNING OUTCOMES

Bow Valley College is committed to ensuring our graduates can demonstrate their abilities in key areas that will make them effective citizens and encourage their development as lifelong learners. In addition to the discipline-specific skills that learners acquire in their programs, the College has identified ten learning outcomes.

#### College-Wide Outcomes:

1. Communication
2. Thinking Skills
3. Numeracy and Financial Literacy
4. Working with Others
5. Digital Literacy
6. Positive Attitudes and Behaviours
7. Continuous Learning
8. Health and Wellness Awareness

- 9. Citizenship and Intercultural Competence
- 10. Environmental Sustainability

#	COURSE LEARNING OUTCOME(S)	COLLEGE WIDE OUTCOMES SUPPORTED
1	Demonstrate professional judgement in the role of a digital designer.	1, 2, 3, 5, 6
2	Demonstrate professionalism in the role of a digital designer.	1, 2, 4, 6
3	Synthesize and evaluate information for application in the role of a digital designer.	1, 2, 6, 7
4	Demonstrate professional communication skills in the role of a digital designer.	1, 2, 4, 6
5	Reflect on the work integrated learning experience as it relates to professional growth.	1, 2, 7
6	Complete digital design tasks within an organization.	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

## COURSE MODULES AND SCHEDULE

*\*Course schedule subject to change, depending on delivery mode and term of study. For exact dates, please consult the Course Offering Information in Brightspace.*

### WEEK/HOURS MODULES

1	On the job training
2	On the job training
3	On the job training
4	On the job training
5	On the job training; milestone checkpoint and reflection
6	On the job training
7	On the job training
8	On the job training
9	Reading Week
10	On the job training; milestone checkpoint and reflection
11	On the job training
12	On the job training
13	On the job training
14	On the job training
15	On the job training; milestone checkpoint and reflection

## ASSESSMENT

COURSE  
LEARNING ASSESSMENT WEIGHT  
OUTCOME(S)

5	Milestone checkpoints and reflections (Minimum of 3)	P/F
5	Host evaluation	P/F
1, 2, 3, 4, 5, 6	Apprenticeship (360 hours)	P/F

Important: For details on each assignment and exam, please see the Course Offering Information.

## PERFORMANCE STANDARDS

A grade of P is required to pass this course. Learners may be required to pass this course in order to progress in the program or to meet specific program completion requirements.<sup>[P]</sup>

A grade of P is required in all assessments to pass this course.

Please consult with the program area or the Bow Valley College website for further details.

## GRADING SCHEME

Symbol	Description	Grade Point Value
P	Pass	N/A
F	Fail	N/A
BD	Basic/Developing (Foundational programming courses only)	N/A
CM	Complete	N/A
NCM	Not Complete	N/A

## REQUIRED LEARNING RESOURCES

Additional learning resources may be found in the Course Offering Information or in Brightspace.

## ADDITIONAL INFORMATION

Additional information may be found in the Course Offering Information or in Brightspace.

## ACADEMIC ACCOMMODATIONS

Learners with a disability (learning, physical, and/or mental health) may qualify for academic and exam accommodations. For more information, or to apply for accommodations, learners should make an appointment with Accessibility Services in the Learner Success Services (LSS) Department. Accessibility Services can also assist learners who may be struggling with learning but do not have a formal diagnosis. To make an appointment visit LSS on the first floor of the south campus or call 403-410-1440. It is the learner's responsibility to contact Accessibility Services and request academic accommodations. For more information, please visit our website at <http://www.bowvalleycollege.ca/accessibility>.

## INSTITUTIONAL POLICIES

Bow Valley College is committed to the highest standards of academic integrity and honesty. Learners are urged to become familiar with and uphold the following policies: Academic Integrity (500-1-7), Learner Code of Conduct, Procedures and Guidelines (500-1-1), Learner Appeals (500-1-12), Attendance (500-1-10), Grading (500-1-6), Academic Continuance and Graduation (500-1-5), and Electronic Communications (300-2-13). Audio or video recording of lectures, labs, seminars, or any other teaching and learning environment by learners is allowed only with consent of the instructor as part of an approved accommodation plan. Recorded material is to be used solely for personal study and is not being used or distributed without prior written consent from the instructor.

### **Turnitin:**

Students may be required to submit their course work to Turnitin, a third-party service provider engaged by BVC. Turnitin identifies plagiarism by checking databases of electronic books and articles, archived webpages, and previously submitted student papers. Students acknowledge that any course work or essays submitted to Turnitin will be included as source documents in the Turnitin.com reference database, where it will be used solely to detect plagiarism. The terms that apply to a student's use of Turnitin are described on Turnitin.com.

### **Online Exam Proctoring:**

Examinations for this course may require proctoring through an online proctoring service. Online proctoring enables online exam taking within a controlled and monitored environment, thereby enhancing academic integrity. Online proctoring may occur through a variety of methods, including but not limited to:

- a. live online proctoring where a remote invigilator authenticates identity and observes completion of an exam using specialized software and recordings;
- b. automated proctoring where the exam session is recorded and AI (artificial intelligence) analyzed;
- c. browser lockdown that limits access to other applications, websites, copying, printing, screen capture and other functions; or
- d. a combination of both live/automated proctoring and browser lockdown.

Course instructors will review recordings, analyses, and data obtained through online proctoring for academic integrity infractions. It is the student's responsibility to meet the technical, software, location, and identity verification requirements necessary to enable online proctoring.

Further details of these policies are available in the Academic Calendar and on the Bow Valley College website, [bowvalleycollege.ca](http://bowvalleycollege.ca).

Learners are encouraged to keep a copy of this course outline for future reference.

### **Collection of Personal Information:**

This course, including your image and voice, may be recorded and made available to you and other students taking the course section. By attending the class(es) online or in person, you consent to the collection of your personal information. If you do not wish to be recorded, please contact your instructor before starting the course/class to discuss alternative arrangements.

You may use the recordings only for educational purposes and you must not copy, share, or use the recordings for any other purpose without the instructor's express permission.

Your personal information is collected in accordance with section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) to deliver academic programming, support learner flexibility, promote universal design for learning principles, and for purposes consistent with the course activities and outcomes. If you have any questions about the collection, disclosure, use, or protection of this information, please contact the College's Access and Privacy Officer at [foip@bowvalleycollege.ca](mailto:foip@bowvalleycollege.ca).