

Schedule

Week 1		Week 2		Week 3		Week 4		Week 5		Week 6		Week 7		Reading Week		Week 8		Week 9		Week 10		Week 11		Week 12		Week 13		Week 14																			
Sep 7	Sep 11	Sep 14	Sep 18	Sep 21	Sep 25	Sep 28	Oct 2	Oct 5	Oct 9	Oct 12	Oct 16	Oct 19	Oct 23	Oct 26	Oct 30	Nov 2	Nov 6	Nov 9	Nov 13	Nov 16	Nov 20	Nov 23	Nov 27	Nov 30	Dec 4	Dec 7	Dec 11	Dec 14	Dec 18																		
Labour Day (no Mon class)											Thanksgiving (no Mon class)																																				
1 Judging A Book By It's Cover										1 Due																																					
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																												3 Google Doodles										3 Due									

Due: week of Sep 28, 2026

1. Judging A Book By It’s Cover

Choosing an existing physical book (preferably one you own), you will re-design the cover. You will include the **existing book’s cover text** and your own **original graphics** based on your interpretation of the book’s content/subject. Your design will incorporate visual rhetorical tropes, a subject that will be covered in class lectures. These variables are to work together, be inspired by and relate to some core concept within the book.

Project 2 will extend this project by adding Augmented Reality over the book cover. You should consider what secondary message and visual communication you can add to your original cover so they work together to give a cohesive visual presence.

Book covers are extremely important in speaking to the intended audience to drive sales, consider this as you plan your cover.

You may use AI to help in ideation, please cite appropriately. If you create a final cover image with AI you must also submit another cover with your own original graphics.

Worth 30%	Submission Requirements: PDF of process work and chosen cover from your iterations	LOs 1, 2, 4, 7, 8, 9
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Include all of this content in your PDF case study in this order:	
Title page	Include your name and the project name
Design statement	The [title] is aimed at [audience] and covers [themes]. These themes are represented with [your visual imagery choices], signifying [books content], using [tropes]. [Add justification of imagery and tropes for the theme].
Synopsis of Content	Give a one paragraph overview of the book.
Process work	Your grids of formstorming iterations demonstrating your experimentation, this can include sketches or digital content. Any other experimentation you might have included. This is more important than the final design.
Final Design	The finished solution. You will present your finished design in class.
Proposals	Your initial short list of 3 books to explore
Tropes	Identify the rhetorical tropes showing visually how they work.
Sources cited	use MLA, APA, or Chicago Style to cite any non-original work, including all images used in the document
AI	If AI has been used, include an annotated citation page for all instances where you used an AI tool to do anything in your project, even minor tasks such as proofreading, translating, copy editing, transcription, brainstorming, or summarizing. Include the citation for the tool you used and write a 2-3 sentence description of how the tool was used, including the specific prompt(s) used to generate your result(s).

This project is marked on the quality of work you submit and observed professional behaviours.

Exceeds requirements (10/10)		Meets requirements (7/10)		Does not meet requirements (4/10)		Limited to Missing (0/10)	
Imaginative integration of visual elements, rhetorical devices, in response to book content. (20% of project grade)							
Rhetorical Trope integration	Rehtorical tropes are a major part of the solution bringing meaning to the book content	Rehtorical tropes represent meaning for the book content	Rhetorical information present but poor execution of the trope	Not included with any rheotical information submitted.			
Visual elements are balanced across the cover	The Visual elements are laid out in a highly original and aesthetically pleasing way	The visual elements are adequately placed and positioned	The visual elements are placed in a confusing way	Little thought given to the visual elements placement			
Visual elements support the book content	The Visual elements used represent the content of the book to a very high standard	The visual elements adequately meet the book content and move beyond stereotypes	There are visual elements that are confusing and don't work together to bring meaning to the content	The visual elements are barely there			
Evidence of strategic application of communicative and technical design principles and elements (form & content) (20% of projects grade)							
Design statement, rhetorical tropes identified with written contextualization	Design statement is written about the design and not yourself. You identified the books communication goals and tropes used and have responded to this in a highly original way.	The books communication goals and tropes are described in an adequate way.	The books communication goals and tropes sending confusing messages or do not communicate well.	No Design Statement			
Quality of process journal content. Images, layout, typography, spelling & grammar, and overall presentation.	You have an excellent layout design for the journal, typography is consistent throughout, it is well written and free from grammatical error	The journal is designed well, with adequate use of typography, good consistency to pages. Good writing and adequate grammar.	Poorly designed journal, poor use of typography, inconsistencies between pages. Poor writing with grammatical errors.	Very poor layout, barely designed.			

This project is marked on the quality of work you submit and observed professional behaviours.

Exceeds requirements (10/10)		Meets requirements (7/10)		Does not meet requirements (4/10)		Limited to Missing (0/10)	
Quality of execution of final design work, process work and technical expertise typography, execution (20% of project grade)							
Typographical Layout	A large number of typographic layouts have been explored and completed to an excellent standard	A sufficient number of typographic layout have been explored and completed to a good standard	One typographic layout has been explored		No typographical layouts explored		
Overall Composition	The overall illustration work and layout work together to create a very pleasing whole	The overall illustration work and layout work together to create a good solution	The overall illustration work and layout work are not working together as well as they could		No cohesion in the layout		
Range and diversity of conceptual/technical experimentation. (40% of projects grade)							
Breadth and Depth of exploration	There is an exceptional level of exploration in both breadth (number) and detail (depth) of the work, giving a wide variety of options for the final project	There is an adequate level of exploration in both breadth (number) and detail (depth) of the work, giving some variety of options for the final project	Limited level of exploration giving little variety of options for the final project		No exploration work		
Diversity of concepts	A diversity of different concepts for the book have been explored allowing for the strongest cover possible	A range of different concepts for the book have been explored allowing for a good cover	Only one concept explored		No exploration		

Due: week of Nov 9, 2026

2. Adaptation as Interpretation

You will take your Project 1 book re-design and **expand it into a scene or location** from the book, bringing that moment to life as a **spatial narrative experience**. The purpose of the cover is to attract the right audience, and this new work must also communicate the tone, themes, or atmosphere of the story. This project deals with **adaptation**, you are now designing a spatial or experiential interpretation that can enhance or juxtapose the original concept of your project, **extracting the DNA of your cover through colour, form, tone, and symbolism**. You will choose one of four platforms for delivery: VR using A-Frame, AR using Fabric Editor, a Game Level presented across 3–5 cohesive screens, or a Theatre set design presented through screens. Technical support for these platforms will be provided in class materials. The project must also include either animation or interaction.

Your design will incorporate and extend your original visual-rhetorical tropes, a subject that you have covered in class lectures. You will only be graded on the new adapted scene or experience, but nevertheless this should clearly connect back to your re-design through it’s design DNA. There is opportunity to show a further aspect of a central theme of the book, explore a key moment or location, develop a character perspective, or expand the world in which the book is set—are there any details or “Easter eggs” you can embed for the audience to discover?

Worth 35%	Submission Requirements: PDF of process work and chosen solution from your iterations with an MP4 based on the platform of choice.	LOs 1, 2, 3, 4, 5, 6, 7, 8, 9
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Include all of this content in your PDF case study in this order:	
Title page	Include your name and the project name
Design statement	The [title] is aimed at [audience] and covers [themes]. These themes are represented with [your visual imagery choices], signifying [books content], using [tropes]. [Add justification of imagery and tropes for the theme].
Justification of the platform choice	Why did you choose the specific scene you took to final design? Why was the platform selected, the right platform for the concept of this scene? How did the platform support that concept and give you the opportunity to explore the scene of choice?
Tropes	Identify the rhetorical tropes showing visually how they work.
Final Design	VR + AR - Annotated screen shots showing the user journey with any interactions and an MP4 file capturing the experience from start to finish. Game level - Annotated screen shots showing the goal and key interactive narrative elements along the way including any adversary challenges and rewards. Theatre set design - Annotated renders showing how the scene is used during the performance, including stage light design and an MP4 file rendered from your scene as a walkthrough of the performance.
Process work	Your grids of form storming iterations demonstrating your experimentation, this can include sketches or digital content. Any other experimentation you might have included. This is more important than the final design.
Sources cited	use MLA, APA, or Chicago Style to cite any non-original work, including all images used in the document
AI	If AI has been used, include an annotated citation page for all instances where you used an AI tool to do anything in your project, even minor tasks such as proofreading, translating, copy editing, transcription, brainstorming, or summarizing. Include the citation for the tool you used and write a 2-3 sentence description of how the tool

This project is marked on the quality of work you submit and observed professional behaviours.

Exceeds requirements (10/10)		Meets requirements (7/10)		Does not meet requirements (4/10)		Limited to Missing (0/10)	
Imaginative integration of visual elements, rhetorical devices, in response to book content. (20% of project grade)							
Rhetorical Trope integration	Rehtorical tropes are a major part of the solution bringing meaning to the book content	Rehtorical tropes represent meaning in the for the book content	Rhetorical information present but poor execution of the trope	Not included with any rheotical information submitted.			
Visual elements are balanced with the cover	The Visual elements are laid out in a highly original and aesthetically pleasing way, integrating exceptionally in the chosen spatial narrative	The visual elements are adequately placed and positioned and integrate with the chosen spatial narrative	The visual elements are placed in a confusing way and a lack of cohesion between the original cover DNA and narrative space.	Little thought given to the visual elements placement			
Design elements support the book content	The visual design elements used represent the content of the scene to a very high standard	The visual design elements adequately meet the scene content and move beyond stereotypes	There are visual elements that are confusing and don't work together to bring meaning to the content	The visual elements are barely there			
Evidence of strategic application of communicative and technical design principles and elements (form & content) (20% of projects grade)							
Design statement, rhetorical tropes identified with written contextualization	Design statement is written about the design and not yourself. You identified the books communication goals and tropes used and have responded to this in a highly original way.	The books communication goals and tropes are described in an adequate way.	The books communication goals and tropes sending confusing messages or do not communicate well.	No Design Statement			
Spatial Narrative Communication	You have an excellent spatial layout that is extremely novel in presenting the story of the scene to the user.	The spatial layout is well designed and is effective at communicating the narrative.	Poorly designed spatial narrative, causing difficulty understanding the events of the scene.	Very poor layout, barely designed.			

This project is marked on the quality of work you submit and observed professional behaviours.

Exceeds requirements (10/10)		Meets requirements (7/10)		Does not meet requirements (4/10)	Limited to Missing (0/10)
Quality of execution of final design work, process work and technical expertise (20% of project grade)					
Animation/ Interaction Enhancement	The animation or interaction makes the project excel by adding extra layers of meaning and allowing this to be engaging for the audience.	The animation or interaction enhances the project by adding extra layers of meaning.	The animation or interaction is not integrated successfully	No animation or interaction	
Overall Composition	The overall visual work and layout work together to create a very pleasing scene that is faithful to the DNA of the cover while being original in it's own right	The overall visual work and layout work together to create a good solution, integrating with the DNA of the cover	The overall visual work and layout work are not working together as well as they could and do not integrate well with the original DNA of the cover	No cohesion in the layout	
Range and diversity of conceptual/technical experimentation. (40% of projects grade)					
Breadth and Depth of exploration	There is an exceptional level of exploration in both breadth (number) and detail (depth) of the work, giving a wide variety of options for the final project	There is an adequate level of exploration in both breadth (number) and detail (depth) of the work, giving some variety of options for the final project	Limited level of exploration giving little variety of options for the final project	No exploration work	
Diversity of concepts	A diversity of different concepts for the book have been explored allowing for the strongest cover possible	A range of different concepts for the book have been explored allowing for a good cover	Little diversity of different concepts for the book have been explored	Only one concept explored	

Due: week of Dec 7, 2026

3. Google Doodles

You will design an **animated + interactive** Google homepage logo using their Google Doodle platform as inspiration. Avoid topics, which have already been covered by Google. Your design will be in one of the following “On This Day!” categories:

Anniversaries of note: (the birth date of a notable person) e.g.: an Artist (broadly defined), Pioneers, or Scientists

Inventions, Innovations (significant Invention or Innovation) e.g.: The egg carton, the internet

Discoveries (something significant was discovered) e.g.: the cure for polio

Celebrated Event: Anniversary of a notable event e.g.: first moon landing, the first time something happens

Remember: This is not an advertisement for a product or IP such as a Disney Character

The project can be either in **WebGL or AR aim for 10 to 15 seconds of animation/ interaction**

<https://www.google.com/doodles>

Worth 35%	Submission Requirements: PDF of process work, URL of your finished project, MP4 video	LOs 2, 3, 4, 5, 6, 7, 8, 9
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Include all of this content in your PDF case study in this order:	
Title page	Include your name and the project name
Design statement	The [title] represents [theme] . These themes are represented by [visual imagery]. [Justification of imagery / tropes for the theme].
Synopsis of the Theme	The theme you have chosen has a backstory and significance allowing you to visualize and bring it to life, explain the background of your theme.
Process work	Your grids of form storming iterations demonstrating your experimentation, this can include sketches or digital content. Any other experimentation you might have included. This is more important than the final design.
Final Design	Link to the finished solution for WebGL and an MP4 of the working project.
Tropes	Identify the rhetorical tropes showing visually how they work.
Sources cited	use MLA, APA, or Chicago Style to cite any non-original work, including all images used in the document
AI	If AI has been used, include an annotated citation page for all instances where you used an AI tool to do anything in your project, even minor tasks such as proofreading, translating, copy editing, transcription, brainstorming, or summarizing. Include the citation for the tool you used and write a 2-3 sentence description of how the tool was used, including the specific prompt(s) used to generate your result(s).

This project is marked on the quality of work you submit and observed professional behaviours.

Exceeds requirements (10/10)		Meets requirements (7/10)		Does not meet requirements (4/10)		Limited to Missing (0/10)	
Imaginative integration of visual elements with thematic nature of chosen doodle (20% of project grade)							
Rhetorical Trope integration	Rehtorical tropes are a major part of the AR solution bringing meaning to the Doodle content	Rehtorical tropes represent meaning in the AR for the Doodle content	Rhetorical information present but poor execution of the trope	Not included with any rheotical information submitted.			
Visual elements are well organized	The Visual elements are laid out in a highly original and aesthetically pleasing way, integrating exceptionally in the space	The visual elements are adequately placed and positioned and integrate with the space	The visual elements are placed in a confusing way	Little thought given to the visual elements placement			
Visual elements support the Doodle content	The Visual elements used represent the content of the theme to a very high standard	The visual elements adequately meet the theme content and move beyond stereotypes	There are visual elements that are confusing and don't work together to bring meaning to the content	The visual elements are barely there			
Evidence of strategic application of communicative and technical design principles and elements (form & content) (20% of projects grade)							
Design statement with Symbolism / rhetorical tropes explained, contextualization of Doodle theme design choices	Design statement is written about the design and not yourself. You identified the Doodles communication goals and tropes used and have responded to this in a highly original way.	The Doodles communication goals and tropes are described in an adequate way.	The Doodles communication goals and tropes sending confusing messages or do not communicate well.	No Design Statement			
Quality of process journal content. Images, layout, typography, spelling & grammar, and overall presentation.	You have an excellent layout design for the journal, typography is consistent throughout, it is well written and free from grammatical error	The journal is designed well, with adequate use of typography, good consistency to pages. Good writing and adequate grammar.	Poorly designed journal, poor use of typography, inconsistencies between pages. Poor writing with grammatical errors.	Very poor layout, barely designed.			

This project is marked on the quality of work you submit and observed professional behaviours.

Exceeds requirements (10/10)		Meets requirements (7/10)		Does not meet requirements (4/10)		Limited to Missing (0/10)	
Quality of execution of final design work, process work and technical expertise (20% of project grade)							
Interaction element	The interaction makes the project excel by bringing delight to the user	The interaction enhances the project		The interaction is not integrated successfully		No interaction	
Animation element	The animation makes the project excel by using movement to convey the theme	The animation enhances the project		The animation does little to add meaning		No animation	
Range and diversity of conceptual/technical experimentation. (40% of projects grade)							
Breadth and Depth of exploration	There is an exceptional level of exploration in both breadth (number) and detail (depth) of the work, giving a wide variety of options for the final project	There is an adequate level of exploration in both breadth (number) and detail (depth) of the work, giving some variety of options for the final project		Limited level of exploration giving little variety of options for the final project		No exploration work	
Proposal showing evidence of conceptualization and exploration	A huge diversity of concepts with exploration of each	Some diverse concepts with exploration of some		Little diversity in concepts and little diversity		Only one concept explored	
Visual elements are original	You have employed a highly original graphic style and art direction to the project	You have an adequate graphic styling and art direction		There is little graphic style or art direction applied to this project		No art direction applied	