



CONESTOGA

Connect Life and Learning

Final Status Report

ONCAT Project 2017-23

**Ontario College Graphic Design Advanced Diplomas to
Conestoga's Bachelor of Design (Honours) Program**

March 13, 2019

Conestoga College Institute of Technology and Advanced Learning

College Administration - 299 Doon Valley Drive, Kitchener, ON N2G 4M4 Canada

519.748.5220

www.conestogac.on.ca

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1. List of Participants and Partner Institutions

The following individual participants and partner institutions participated in this project:

Michelle Gnutzman / Heather Ryall, Chair, Media and Design, Conestoga College

Ryanne Spies, Program Coordinator and Faculty, Media and Design, Conestoga College

Barbara Kelly, Vice President, Academic Administration and Human Resources, Conestoga College

Laura Eaglesham / Jacinda Reitsma, Chief Financial Officer, Conestoga College

Sacha Burrows, Manager, Degree Programs, Conestoga College

Mihaela Simion / Morgan Bartlett, Curriculum Consultant, Conestoga College

Jeffrey Schmidt / Darren Power, Administrative Support Clerk, Conestoga College

Kim Carr, Academic Agreements and Pathways Officer, Conestoga College

Alain Paradis and David Bromley, Coordinators, Graphic Design, Algonquin College

Carol Bridle Faculty, and Shirley Mondoux Faculty, Canadore College

Lisa Rebnord Faculty, and Chris Jackman Chair, Sharon Estok, Centennial College

Wes Beckett, Program Coordinator and Faculty, Kurt Muller, Associate Dean, Media, Mohawk College

Jeffrey Post, Faculty, Niagara College

Frank Salituri, Faculty, Sault College

Lauretta Wood, Faculty, and Mark Jones, Chair, Seneca College

Mike Lovell, Faculty, and Lorna McCormack Chair, St. Clair College

Erin Boyce, Faculty, and Robin Hicks, Dean, Faculty of Applied, Science, St. Lawrence College

2. Executive Summary

Conestoga will establish academic pathways from Graphic Design Advanced Diploma programs across the Ontario college system into the Bachelor of Design (Honours) Degree program (BDes). The BDes program is a relatively new and unique degree program, currently in its sixth year of delivery. It has already established a good reputation and a significant amount of interest across the college sector, as can be evidenced by the number of colleges wishing to participate in this ONCAT project. Conestoga will partner with nine other colleges to complete this project, including:

- Algonquin College
- Canadore College
- Centennial College
- Mohawk College
- Niagara College
- Sault College
- Seneca College
- St. Lawrence College
- St. Clair College (hereafter referred to as the partner colleges).

Conestoga will work with each partner college to conduct a detailed learning outcome gap analysis comparing each Advanced Diploma program (including Conestoga's Graphic Design Advanced Diploma) to Conestoga's BDes program. This analysis will illustrate if the program content and outcomes of the studies for which transfer credit is proposed have been met. Where unmet, the colleges will identify any requirements for bridging studies that will facilitate advanced standing entry into the proposed program. The ultimate goal of the project will be to create pathways for a total of sixteen programs into Conestoga's Bachelor of Design. Conestoga will utilize the best practices learned from mapping its own Graphic Design Advanced Diploma, as well as those of the partner colleges, to complete a similar gap analysis and design a pathway for the remaining seven Graphic Design Advanced Diplomas within the province, as curriculum information is available. The establishment of academic pathways between the Graphic Design Advanced Diplomas and the BDes program will provide opportunities for a number of students each year to move into degree level study. The number of available seats will fluctuate from year to year, dependent on student retention numbers entering year three. For example, this Fall 2018, the program could accept up to 12 bridging students into year three before reaching capacity. In the 2017/18 year, 58% of registrants in the BDes program did not apply directly from high school, indicating substantial interest from those already in a post-secondary environment. Further evidence of student demand is shown by the fact that students from other colleges have been seeking bridging opportunities since the second year of delivery of the new degree program. To prepare these students for success in the degree, the project will focus on creating an efficient bridge that is manageable for students for all sixteen pathways. During development of the bridge, Conestoga will include considerations of space planning and economic viability to ensure it can consistently meet the needs of all incoming advanced standing students. If it evolves that there is a significant and sustainable number of students interested in bridging into the degree program, Conestoga will invest in the creation of a bridging course(s), where appropriate. Additionally, Conestoga will seek formally articulated agreements to support the continuous quality of the sixteen pathways. The articulations will include schedules for review that ensure the pathways and bridges remain current.

Articulation agreements with the seven partner colleges will be a deliverable incorporated into this ONCAT project.

Conestoga College ITAL (Conestoga) has worked to create educational pathways between nine Ontario College Graphic Design Advanced Diplomas. These colleges include: Algonquin College, Canadore College, Centennial College, Mohawk College, Niagara College, Sault College, Seneca College, St. Clair College and St. Lawrence College into Conestoga's Bachelor of Design (Honours) Program.

In total, seven pathways were successfully established, as follows:

- Graphic Design Advanced Diploma, Algonquin College
- Graphic Design Advanced Diploma, Centennial College
- Graphic Design Advanced Diploma, Niagara College
- Graphic Design Advanced Diploma, St. Lawrence College
- Graphic Design Advanced Diploma, St. Clair College
- Graphic Design Advanced Diploma, Sault College
- Graphic Design Advanced Diploma, Seneca College

Of the remaining two college programs, one pulled out of the agreement due to a major program review, and the other was found to be too incompatible with the BDes program to pursue. These pathways are as follows:

- Graphic Design Advanced Diploma, Canadore College
- Graphic Design Advanced Diploma, Mohawk College

3. Project Overview

This project will create system-wide mobility opportunities for Graphic Design Advanced Diploma graduates to enter the Bachelor of Design (Honours) Degree. Conestoga will use the best practices learned from working with the participating institutions to finalize pathways for the seven remaining Graphic Design Advanced Diplomas in Ontario. This unique pathway provides opportunities with the seven participating institutions to articulate efficient, customized pathways to ensure student success.

4. Pathway Development Information

a. Methodology

This project was examined from a few different perspectives before finalizing. Initially, we started our comparison through course-to-course mapping between participating diplomas and the BDes program. This involved collecting complete packages of course outlines for each diploma program design. The graphic design program representatives provided relevant program design matrices, learning outcomes, and all course outlines for the Graphic Design programs to the BDes team. Additionally, program maps demonstrating how the program learning outcomes are met through the individual program curriculum were supplied by Algonquin, Centennial, Niagara, Sault, Seneca, and St. Lawrence colleges.

Due to the length of time between the start of the project (2017) and when the mapping was undertaken, our team found it necessary to re-collect some updated diploma program documents in 2018. Once the gap analysis for each diploma program was complete, we sent results to each of the participating institutions to review, verify, and propose corrections – through proof of evaluation – if necessary. All institutions responded, with one opting to pull out of the pathway because they were in the middle of a major program review. The remaining participants agreed with the conclusions of our analysis. Despite this progress, through this process we discovered that having several pathways for various schools and applicants was not the best way to move forward.

After questioning if a single pathway could be successfully developed, we began examining standards across diploma programs, with an explicit focus on Program Learning Outcomes (PLOs). By mapping the PLOs for both the degree and diplomas, we were able to establish a single, clear pathway, comprising a bridge course, an entry portfolio review for all applicants, as well as two current courses offered in different levels (5 and 6) to address the gaps.

b. Program comparison and analysis

The gap analysis was established first through a course-to-course mapping exercise and finally by mapping the PLOs and program standards to establish a bridge and necessary application requirements. The results can be seen in Appendix B, each participating institution has documentation on the gap analysis from a course level, as well as a program level.

The natural entry point for the pathway is level five (third-year), as there is a shift in learning from pure design to business and design. As well, this is the beginning of co-op preparation, prior to the spring co-op entry in level seven.

Ultimately, the bridging was determined by analyzing the PLOs. Through this we identified the gaps in learning and concluded that pathway candidates would need to participate in a portfolio review, and complete a unique bridging course in their Fall semester (level 5), which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps – please see Appendix C for details.

c. Implementation process and timelines

Conestoga’s BDes and Curriculum teams have partnered to complete all analysis and conclusions that support the objectives of project 2017-23: ONCAT Project 2017-23 Ontario College Graphic Design Advanced Diplomas to Conestoga’s Bachelor of Design (Honours) Program, including: a curriculum and gap analysis of the pathways, a corresponding explanation of bridge curriculum and scheduling for the BDes pathway, required pathway documentation (Appendix C), and a detailed financial statement (attached separately).

Conestoga will post complete Graphic Design Advanced Diploma to Bachelor of Design (Honours) Degree pathway details at Ontransfer.ca by March 15, 2019. At that time, the Conestoga Credit Transfer and Registrar Office will be appropriately informed of the new pathway details. Conestoga will engage other Ontario Colleges with Graphic Diploma programs following the submission of this final report to ONCAT to confirm details and customize pathway eligibility, where necessary.

Action	Timeline
Academic Chair Approval and submission of Final Report	Due March 2019
Development of Bridge Course Outline	Due June 2019
Review of ONCAT proposal	March 2019 onward
Submission to Ontransfer.ca	March 2019
Pathway available to students (pending ONCAT approval)	Fall 2020

5. Summary of Pathway(s) Created

Specific details are located in Appendix D: Pathway Summary Sheet.

6. Promising Practices and Lessons Learned

Conestoga found the strategy taken in creating the pathway from Graphic Design Advanced Diplomas to BDes to be quite effective. The mapping tool (as provided in Appendix B) not only provided clarity through the mapping process, as well can be easily understood by reviewers not involved in the mapping exercise. Further, as the map provides information on both the program outcomes compared and the course used to remediate gaps, the documentation can be reviewed for currency and updated with ease.

Conestoga has also used a pathway summary sheet (Appendix D) as an internal document to capture key details of the pathway developed. This sheet is adapted from the required fields to post a pathway at Ontransfer.ca. Conestoga believes it to be a best practice to build on the expertise of ONCAT for the communication of this pathway to prospective students, other postsecondary institutions, and internally. The clean table format is also effective for Conestoga's central administration to post and store pathways within the Ontransfer.ca and internal repositories, and serves as a strong snapshot for regulatory bodies, where required.

During the analysis, Conestoga's BDes team determined that they could streamline the pathways process, as well as manage the pathway in the future by:

1. Creating one standard bridge derived from mapping the PLO standards, backed-up with more detailed Course Learning Outcomes (CLO) mapping for each of the participants.
2. Including the portfolio review requirement as part of the pathway admission process for students who meet the academic admission requirements. This will be the same portfolio review process that we have in place for candidates entering level one.
3. Upon acceptance into the program, requiring students to complete a bridge course; however, based on CLO mapping and portfolio review, some students may be able to use Prior Learning Assessment and Recognition (PLAR) for exemption from the bridge.

These steps achieved a few things: a simplified bridge applied to all schools, while ensuring that students are entering at the right level and are successful in their completion of the degree.

7. Financial Report

Project budget details have been submitted separately for the ONCAT Project 2017-23 Ontario College Graphic Design Advanced Diplomas to Conestoga's Bachelor of Design (Honours) Program. A detailed Financial Statement was provided separately to ONCAT.

8. Appendices

Appendix A: Method, Findings, Conclusions, and Recommendations

Method:

Initially, our analysis began at the course level. The CLOs from partner institutions' Graphic Design Advanced Diploma programs were compared against the CLOs found within the first four levels of Conestoga's Bachelor of Design. A gap analysis was completed for each Graphic Design Advanced Diploma to identify specific outcomes that achieved outcomes defined within BDes. For each BDes program outcome, gaps and their remediation were then assessed and documented. However, when the course level gap analyses were completed, the team determined that there were too many pathway variations based upon course-to-course analysis. Therefore, we followed the same process at the program level - comparing PLOs from each Graphic Design program to those found in BDes. For each BDes program outcome, gaps and their remediation were assessed and documented.

Please see the individual Gap Analyses (A.1 - A.7) in Appendix B.

Findings:

Many of the competencies developed in the Graphic Design Advanced Diploma programs address the competencies of the BDes program.

Conclusions:

Based on an examination of their knowledge and capabilities, a pathway for Graphic Design Advanced Diploma graduates is feasible.

Recommendations:

1. To support successful entry into, and completion of the program, each student will be required to participate in the standard portfolio review exercise.
2. Pathway candidates need to complete a unique bridging course (entitled: Third-year Degree Bridge course) in their Fall semester which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps.

Appendix B: Gap Analyses

B.1: GAP ANALYSIS:

Pathway 1: Algonquin Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



Algonquin ONCAT
Bridge Map.pdf

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

B.2: GAP ANALYSIS:

Pathway 2: Centennial Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



Centennial ONCAT
Bridge Map.pdf

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

B.3: GAP ANALYSIS:

Pathway 3: Niagara Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



Niagara ONCAT
Bridge Map.pdf

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

B.4: GAP ANALYSIS:

Pathway 4: St. Lawrence Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



St. Lawrence
ONCAT Bridge Map.

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

B.5: GAP ANALYSIS:

Pathway 5: St. Clair Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



St.Clair ONCAT
Bridge Map.pdf

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review

application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

A.6: GAP ANALYSIS:

Pathway 6: Sault Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



Sault ONCAT Bridge
Map.pdf

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

A.7: GAP ANALYSIS:

Pathway 7: Seneca Graphic Design Advanced Diploma to Conestoga Bachelor of Design (Honours) Degree.



Seneca ONCAT
Bridge Map.pdf

Participating Graphic Design Advanced Diploma programs were assessed on a course to course basis; however, the gaps identified for this pathway are determined by the standard Program Learning Outcomes of Graphic Design programs to the Program Learning Outcomes of the Bachelor of Design (Honours). The bridge component is reflective of this analysis and will comprise of a portfolio review application, and a unique bridging course (entitled: Third-year Degree Bridge course) taken in Fall semester, which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps. This Bridge Map contains a Program Level Pathway Map, Degree Learning Outcomes Gap Analysis, and Course Level Pathway Map.

Appendix C: Bridging Documentation

There will be one bridging course available, as listed below.

Course Title	Course Code
Third-year Degree Bridge	GRDN731100

Course Description

Conestoga College recognizes prior learning skills, knowledge, and competencies that have been acquired through the completion of an Advanced Diploma in Graphic Design from other eligible Ontario colleges. This course is designed to bridge a Graphic Design Advanced Diploma graduate from eligible colleges into the third-year of the Bachelor of Design (Honours) Degree program.

Within the course students will build on previous knowledge of design strategies for both traditional and emerging technologies; analyze, synthesize, and use research; employ an iterative design process; and explore cultural impacts on design in different cultures. By taking this course along with other required courses, pathway students will be eligible for a Bachelor of Design (Honours) Degree upon successful completion.

Course Outcomes

1. Analyze and interpret written and visual research to make informed decisions.
2. Utilize the iterative design process to create and evaluate professional solutions.
3. Synthesize research and design methodologies to develop effective design solutions.
4. Examine how the context of appropriate design solutions is impacted by cultural diversity.
5. Utilize industry standard software to develop professional design solutions and persuasive written, oral, and visual presentations.
6. Interpret written design briefs and verbal instructions to create and iterate design projects, which meet industry standards.

Unit Outcomes

Research:

1. Analyze and synthesize research to develop comprehensive solutions.
2. Interpret information to validate decisions.
3. Contextualize research to defend written proposals.
4. Use proper APA format to cite sources.

Iterative Design:

1. Write a creative brief based on criteria within the project brief.

2. Develop design solutions in response to creative briefs.
3. Assess the validity of research for use in design strategies.
4. Integrate research and show evidence of critical thinking throughout the creative process.

Design Strategies:

1. Investigate traditional media and emerging technologies and their application within design.
2. Select design applications to meet the needs of the target audience.
3. Implement software effectively in project work.

Cultural Diversity:

1. Identify graphic design differences between Eastern and Western cultures.
2. Explore how culture influences design in various markets.
3. Interpret research to justify design solutions that meet the needs of specific cultures.

Professionalism:

1. Prepare professionally presentations using various formats.
2. Demonstrate professional conduct through verbal, written, and collaborative interactions.
3. Participate in individual and group critiques to receive and provide constructive feedback.
4. Demonstrate project management skills through meeting expectations of workback schedules.

Evaluation Schedule

Written Assignment x2 @ 15% = 30%

Projects x2 @ 30% = 60%

Professionalism - 10%

Appendix D: Pathway Summary Sheet

Pathway Documentation for Graphic Design Advanced Diploma(s) to Bachelor of Design (Honours) Degree
Conestoga

PATHWAY DETAILS	
Title of Pathway:	<p>From:</p> <ul style="list-style-type: none"> • Graphic Design Advanced Diploma, Algonquin College • Graphic Design Advanced Diploma, Centennial College • Graphic Design Advanced Diploma, Niagara College • Graphic Design Advanced Diploma, St. Lawrence College • Graphic Design Advanced Diploma, St. Clair College • Graphic Design Advanced Diploma, Sault College • Graphic Design Advanced Diploma, Seneca College <p>To: Bachelor of Design (Honours) Conestoga College</p>
Pathway Type:	Advanced Diploma to Degree
List other postsecondary institution/s involved in the creation of the pathway:	<ul style="list-style-type: none"> • Graphic Design Advanced Diploma, Algonquin College • Graphic Design Advanced Diploma, Canadore College • Graphic Design Advanced Diploma, Centennial College • Graphic Design Advanced Diploma, Mohawk College • Graphic Design Advanced Diploma, Niagara College • Graphic Design Advanced Diploma, St. Lawrence College • Graphic Design Advanced Diploma, St. Clair College • Graphic Design Advanced Diploma, Sault College • Graphic Design Advanced Diploma, Seneca College
Pathway Implementation Date (Senate approval):	September 2020
Pathway Implementation Date (posting to the ONTransfer.ca website):	March 15, 2019
Contact Procedure for Pathway Implementation:	<p>https://www.conestogac.on.ca/fulltime/bachelor-of-design-honours</p> <p>https://www.conestogac.on.ca/admissions/contact.jsp</p>

Eligibility for the Pathway (student eligibility for the pathway):	Graduates of Graphic Design Advanced Diploma programs from eligible institutions with a minimum average of 70% may apply for advanced standing into the Bachelor of Design (Honours) Degree program. Once they proceed from the standard Portfolio Review process and are given an offer of admission by Conestoga, applicants must complete a unique bridging course entitled 'Third-year Degree Bridge' in their Fall semester (level 5) which will also be augmented by two current courses offered in different levels (5 and 6) to address the gaps.
Applicant must have graduated from the program at the sending institution:	Yes
Minimum program GPA or % required to be eligible for this pathway:	70%
Minimum GPA or % required in specific courses	70% in English
Total number of transfer credits / full courses to be granted at receiving institution	83 of 198
Transfer Credits Granted (please describe pathway clearly and succinctly):	83 transfer credits will be granted for the first two years (or levels 1-4) of the Bachelor of Design program.
Total number of program courses that must be completed at the receiving institution in order to graduate:	115 of 198 + Third-year Degree Bridge Course
Anticipated time to complete the credential if enrolled full-time:	Six semesters (completed within two academic years)
List of eligible institutions and their programs	<ul style="list-style-type: none"> • Graphic Design Advanced Diploma, Algonquin College • Graphic Design Advanced Diploma, Centennial College • Graphic Design Advanced Diploma, Niagara College • Graphic Design Advanced Diploma, St. Lawrence College • Graphic Design Advanced Diploma, St. Clair College • Graphic Design Advanced Diploma, Sault College • Graphic Design Advanced Diploma, Seneca College

