

ABOUT THE BACHELOR OF DESIGN
AT MACEWAN UNIVERSITY

Located in Edmonton, Alberta, the Bachelor of Design at MacEwan University prepares students to become the creative communication leaders of tomorrow. Students are immersed in the knowledge, processes, methods and skills of the discipline: the ability to research and identify problems and provide communication solutions within a given social and environmental context; use tools of the field to give form to their concepts while recognizing the cultural significance and meaning of them; communicate and defend solutions to team members and stakeholders; organize and manage design projects and client relations.

Faculty members are design practitioners as well as professional teachers. They remain current in their discipline and are committed to continuous improvement as teachers. MacEwan's Bachelor of Design instructors promote inquiry and challenge students to become effective visual communication designers, who are part of a professional community, and whose initiatives have a significant impact on the lives of individuals and the world around them.

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ELSEWHEN

A COLLECTION OF SHORT STORIES

ABOUT THE ELSEWHEN PROJECT

ELSEWHEN: A Visual Exploration of Dialogue in Literature is a project of DESN231 Typography II, a course in the Bachelor of Design taught by Constanza Pacher at MacEwan University.

Students were asked to visually translate an assigned short story into a two-page layout that challenges convention. With the overall goal of enhancing the meaning of the written text through visual devices, students focused on the peculiarities of language and speech in dialogues. Students were encouraged to explore linguistic deconstruction (semantics, syntax, grammar), alternative ways to organize the page, and to experiment with non-traditional grids, all while maintaining the legibility and readability of the text.