

Syllabus for
ART 218 – Graphic Design I
3 Credit hours
Spring 2010

I. COURSE DESCRIPTION

Introductory application of visual literacy and cognitive strategies to aide in solving communication problems using appropriate technology. Introduction to procedures and methodologies for problem identification, research, analysis and evaluation. Assessment via written and verbal critiques, research, analysis and descriptions of project based work. (Class contact for lecture and studio–6 hours.)

Prerequisite: ART 101, 118 (Concurrent)

Course Fee: \$40.

II. COURSE GOALS

Provide an overview to the design process including application of theoretical principles to produce solutions to various communication problems.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

1. Intellectually solve communications problems
2. Describe and respond to audience contexts
3. Create or develop physical and experimental solutions to communication problems
4. Use technology in appropriate production of design artifacts or experiences
5. Connect history, theory and criticism to contemporary design culture
6. Use appropriate business practices

B. Unit Objectives

1. Create, execute, and evaluate projects associated with typographic and graphic design
2. Document a discerning awareness of typographic and graphic elements in written and oral form, via critiques and written discussions
3. Test vocabulary and visual identification of typographic and graphic elements.
4. Complete graphic design and typographic projects deemed appropriate for professional competency

C. Objectives for Students in Teacher Preparation Programs

The Teacher Preparation Program meets the competency-based requirements established by the Oklahoma Commission on Teacher Preparation. This course meets the following competencies: Subject Competencies (SC)

This course is designed to help students meet subject competencies:

SC 5: The candidate has an understanding of and has had experience in the application of the elements and principles of art and design.

SC 7: The candidate has a knowledge of aesthetics (the field of study that relates to beauty in the arts) and art criticism (art review and

- commentary), along with teaching strategies appropriate for both areas that involve a variety of media and awareness of developmental levels.
- SC 8: The candidate has experience in and an understanding of various methods of art production and creative development to include drawing, figure drawing, color and design, painting, printmaking, sculpture, clay, applied design and technology.
- SC 11 The candidate develops a portfolio of his/her own artwork.
- SC 14 The candidate recognizes the important role of technology in education and that it may serve as a supportive tool in art education.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

1. Textbooks
 - a. Dabner, David; *The New Graphic Design School*; John Wiley & Sons Inc; Third Rev Ed, 2006.
 - b. Kane, John; *A Type Primer*; Prentice Hall. 2003.
 - c. Koenig, Becky; *Color Workbook*; Prentice Hall, Third Edition; 2009.
2. Other
 - a. <http://d2l.oru.edu/> Students are required to use course D2L (Desire 2 Learn) site.
 - b. Supplies for the course are listed on the course D2L site.

B. Optional Materials

1. Textbooks
2. Other

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.

- b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.
- B. Department Policies and Procedures
- 1. The Communication, Arts and Media Department Whole Person Assessment is **required** for all majors.
 - 2. Students are required to submit artifacts into their Whole Person Assessment for assessment. (See Communication, Arts and Media Whole Person Assessment requirements on individual syllabi or consult the Communication, Arts and Media Whole Person Assessment Handbook.)
- C. Course Policies and Procedures
- 1. Evaluation Procedures
 - a. Grades are calculated based on attendance and the evaluation of all work submitted. The final score is calculated based on the following ratio: Assignments = 70%; Exercises, Quizzes, and Attendance = 10% each. A complete description of the procedures can be found on the course D2L site under “Evaluation Procedures > Grades.”
 - b. More than three (3) Absences will result in the reduction of at least one letter grade from the final course grade. A complete description of the policy can be found on the course D2L site under “Evaluation Procedures > Attendance Policy.”
 - c. A one-letter grade per assignment penalty is assigned to late work. A complete description of the policy can be found on the course D2L site under “Evaluation Procedures > Late Work Policy.”
 - 2. Whole Person Assessment Requirements
 - a. Upload the “Conceptual Message and Media Form Assignment” into the Graphic Design Print and Video Outcomes 1.2 section.

VI. COURSE CALENDAR

Weeks	Topics
Section One:	Basic Principles, Transition to Digital
Week 1	Syllabus, orientation, and background readings
	Review color; Gestalt Visual Theory
Week 2	Conceptual development
	Assignment One: Composition
Week 3	Anatomy
	Assignment Two: Figure Ground
Week 4	Spacing and Layout
	Assignment Three: Spacing and Layout
Week 5	Conceptual development
Section Two:	Intermediate Principles
Week 6	Anatomy
	Assignment Four: Environment
Week 7	Spacing

Week 8	Assignment Five: Families Spring Break
Week 9	Layout Assignment Six: Multiples
Week 10	Advanced application in multiple media
Week 11	Color and Heirarchy Assignment Seven: Advanced Compositions
Section Three:	Advanced Principles, New Media Integration
Week 12	Basic HTML and CSS
Week 13	Environmental and Historical Awareness Assignment Eight: Web publishing
Week 14	Basic 2D Animation, sound design
Week 15	Audio/Visual Development Assignment Nine: Animation
Section Four:	Final grading
Week 16	Final Revisions
Final	Final Grading

Course Inventory for ORU's Student Learning Outcomes

ART 218 – Graphic Design I Spring 2010

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability		X		
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives	X			
2D	Aesthetic appreciation	X			
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			