

Syllabus for
ART 318 – Graphic Design II
3 Credit hours
Spring 2022

I. COURSE DESCRIPTION

Intermediate application of aesthetic principles to design media, including visual hierarchy, identity, organization and artifacts with social and cultural implications across a wide variety of media. Development of conceptual understanding relating to the competencies and principles integral to design. Complex communication and usability problem solving via analysis and usability testing. Introduction to the history, theory and criticism of design. Assessment via written and verbal critiques, research, analysis and descriptions of project based work. (Class contact for lecture and studio–6 hours.)

Prerequisite: ART 218, Design Technology Requirement

Course Fee: \$40.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

After completing this course successfully, students will be able to:

- A. Create, execute, and evaluate projects associated with visual communication, symbols, logos and motion design
- B. Utilize the design process including application of theoretical principles to produce solutions to various communication problems
- C. Exploit design process to create unique design solutions, applied to more complex problems, including social and cultural contexts
- D. The student will conceive, design and evaluate visual communications principles, processes and systems
- E. The student will choose appropriate design technology based on understanding of and the ability to use
- F. Document a discerning awareness of typographic and graphic elements in written and oral form, via critiques and written discussions
- G. Test vocabulary and visual identification of typographic and graphic elements.
- H. Complete graphic design and typographic projects deemed appropriate for professional competency
- I. The student will verbally defend and/or write documents that address design solutions and artifacts in the context of end user's behavior.

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the following program: Art

- A. Bachelor of Fine Arts (BFA) Graphic Design
 - a. The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.
 - b. The student will demonstrate competence by developing a body of work for evaluation in the major area of study.
 - c. The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field.
 - d. The student will conceive, design and evaluate visual communications principles, processes and systems
 - e. The student will choose appropriate design technology based on

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understanding of and the ability to use

- B. Bachelor of Art (BA) Art
 - a. The students will create a graphic design portfolio demonstrating the graphic design process to produce solutions to various communication problems.
 - b. The students will show proficiency applying design principles and design mechanisms to produce solutions to various communication problems
 - c. The students will apply graphic design usability principles to all portfolio design solutions
 - d. The students will create a graphic design portfolio that presents visual consistency

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes as indicated on the last page

- A. Personal Resilience
- B. Intellectual Pursuit
- C. Bold Vision

V. TEXTBOOKS AND OTHER LEARNING RESOURCES

- A. Required Materials
 - 1. Textbooks
 - a. Santoro, Scott; *Guide to Graphic Design*; Pearson; First Ed, 2013. ISBN-13: 9780132300704; DIGITAL ISBN-13: 9780133558739
 - b. Schroepel, Tom; *The Bare Bones Camera Course for Film and Video*; 3rd edition; 2015. ISBN-10: 1621535266; ISBN-13: 9781621535263
 - c. Adobe Creative Team; *Adobe After Effects CC Classroom in a Book*; Adobe Press 2nd edition: 2020. ISBN-13: 9780136815648; DIGITAL ISBN-13: 9780136815594
 - 2. Other
 - a. Students are required to use course D2L (Desire 2 Learn) site (<http://d2l.oru.edu/>).
 - b. Supplies for the course are listed on the course D2L site.
 - c. This course requires possession of appropriate laptop and software as specified by the Art and Design Technology Requirement (<https://oru.edu/academics/coacs/cmd/art-design-tech-req.php>).
- B. Optional Materials
 - 1. Textbooks
 - a. Wheeler, Alina; *Designing Brand Identity: An Essential Guide to for the whole Branding Team*; Wiley; Fifth Edition: 2017. ISBN-13: 9781118980828
 - b. Shaw, Austin; *Design for Motion: Fundamentals and Techniques of Motion Design*; 1st Edition; Routledge, First Edition; 2015. ISBN-13: 9781138812093; DIGITAL ISBN-13: 9781317607779

VI. POLICIES AND PROCEDURES

- A. Department Policies and Procedures
1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
 2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
 - a. Inform the professor before the event.
 - b. Arrange to complete missed work within one week.
 - c. commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
 - d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
 3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.
 4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.
- B. Course Policies and Procedures
1. Course Policies and 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 "Course Introduction > 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 "Course Introduction > 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 "Course Introduction > Evaluation Procedures >Late Work Policy."

- 2. Whole Person Assessment Requirements: While no specific WPA assessment is given, all projects produced in this course should be considered for inclusion in the "Professional Portfolio Assessment" which is an essential curricular assessment outside this course.

VI. COURSE CALENDAR

Week 1: Course Introduction

Week 2: Basic Visual Layout and Hierarchies

Week 3-4: Intermediate Typography and Layout

Week 5-8: Logo Development

Week 8-9: Midterm Grading

Week 9-15: Motion Design and Animation

Finals Week Final Portfolio Review

Course Inventory for ORU's Student Learning Outcomes

Primary Program: Graphic Design ART 318 – Graphic Design II Spring 2022

This course contributes to the University and program 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.

| OUTCOMES | Significant Contribution | Moderate Contribution | Minimal Contribution |
|----------|-----------------------------|--------------------------|-------------------------|
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| Personal Resilience | | | |
|---|--|---|--|
| Graphic Design Outcome The student will demonstrate competence by developing a body of work for evaluation in the major area of study. | | X | |

| Intellectual Pursuit | | | |
|--|---|--|--|
| ART 318 Graphic Design II <ul style="list-style-type: none"> • Create, execute, and evaluate projects associated with visual communication, symbols, logos and motion design • Utilize the design process including application of theoretical principles to produce solutions to various communication problems • Exploit design process to create unique design solutions, applied to more complex problems, including social and cultural contexts • The student will conceive, design and evaluate visual communications principles, processes and systems • The student will choose appropriate design technology based on understanding of and the ability to use • Document a discerning awareness of typographic and graphic elements in written and oral form, via critiques and written discussions • Test vocabulary and visual identification of typographic and graphic elements. • Complete graphic design and typographic projects deemed appropriate for professional competency • The student will verbally defend and/or write documents that address design solutions and artifacts in the context of end user's behavior. | X | | |

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|---|----------|--|--|
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| Graphic Design Outcome The student will demonstrate achievement of professional, entry-level competence in the major area of specialization. | X | | |
| The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field. | X | | |
| The student will conceive, design and evaluate visual communications principles, processes and systems | X | | |
| The student will choose appropriate design technology based on understanding of and the ability to use | X | | |

| Bold Vision | | | |
|---|--|----------|--|
| The student will form and defend value judgments about art and design and to communicate art/design ideas, concepts, and requirements to professionals and laypersons related to the practice of the major field. | | X | |

(Revised 1/11/22)