

Syllabus for  
**ART 218 Graphic Design I**  
3 Credit hours  
Fall 2023

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 per week.)

Prerequisite: ART 101, ART 107

Course Fee: \$40.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

In coordination with standards published by the National Association of Schools of Art and Design (NASAD Handbook X.C.3.a-b), the student will:

1. Understand and use of basic visual communication principles and processes,
2. Understand of how communication theories, principles, and processes have evolved through history and the ability to use this knowledge to address various types of contemporary problems.
3. Understand develop strategies for planning, producing, and disseminating visual communications.
4. Use functional knowledge of creative approaches, and the analytical ability to make appropriate, purpose-based choices among them, and use such approaches to identify communication opportunities and generate alternative solutions.
5. Plan the design process and construct narratives and scenarios for describing user experiences.
6. Fluently use the formal vocabulary and concepts of design—including content, elements, structure, style, and technology—in response to visual communication problems. Studies in critical theory and semiotics are strongly recommended.
7. Develop informed considerations of the spatial, temporal, and kinesthetic relationships among form, meaning, and behavior and apply them to the development of various types of visual communication design projects.
8. Use typography, images, diagrams, motion, sequencing, color, and other such elements effectively in the contexts of specific design projects.

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

Last revision: Fall 2023:df

### III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the BFA in Graphic Design.

- A. Studio Art Core #1: The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.
- B. Studio Art Specialization #1: 1 The student will articulate a mastery of the traditional technical and conceptual approaches to drawing.
- C. Studio Art Core #2 The student will demonstrate competence by developing a body of work for evaluation in the major area of study.
- D. Studio Art Core #3: Students 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.
- E. Studio Art Specialization #3 The student will create a portfolio that supports a consistent, personal direction and style.
- F. Studio Art Specialization #4: The student will design and complete original work to be submitted to a juried art competition

### IV. UNIVERSITY OUTCOMES

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

- A. Spiritual Integrity
- B. Personal Resilience
- C. Intellectual Pursuit
- D. Global Engagement

### V. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials

- 1. Textbooks
  - a. Santoro, Scott; *Guide to Graphic Design*; Pearson; First Ed, 2013. ISBN # 9780132300704
  - b. Kane, John; *A Type Primer*; Prentice Hall. Second Ed, 2011. ISBN # 9780205066445
- 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.
  - c. This course requires possession of appropriate laptop and software as specified by the Graphic Design Technology Requirement < <https://oru.edu/academics/coacs/tdva/> >.

### VI. POLICIES AND PROCEDURES

- A. University Policies and Procedures
  - 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, electronic, video, multimedia, or computer software. Plagiarism and

other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
- b. Failing to meet group assignment or project requirements while claiming to have done so;
- c. Failing to cite sources used in a paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

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. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

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 WPA handbooks for requirements regarding general education and the students' majors.
  - a. The penalty for not submitting electronically or for incorrectly submitting an 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. **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. Not 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 of 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.
- 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. Required Assignments
      - 1) WPA-BAA-Graphic Design I
      - 2) Artifacts from this course may be required submissions or assessments for requirements in other courses.
    - b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment

VII. COURSE CALENDAR

Weeks	Topics
1	What is Graphic Design?
2	Creative Solutions
3	Fundamentals of Graphic Design
4	Visual Design
5	Intermediate Vector Application
6	Images
7	Images
8	Typography: Anatomy
9	Typography: Spacing
10	Typography: Alignment
11	Typography: Layout
12	Form and Function
13	Form and Function
14	HTML, CSS and Motion
15	Final Grading

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**Primary Program: Graphic Design**  
**ART 218 Graphic Design I**  
**Fall 2023**

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.

OUTCOMES	Significant Contribution	Moderate Contribution	Minimal Contribution
<b>Spiritual Integrity</b>			
Studio Art Core #3: Students 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.		<b>X</b>	
Students will learn about the harmony of the human figure and the strong evidence of it being designed.			<b>X</b>
<b>Personal Resilience</b>			
Studio Art Core #2 The student will demonstrate competence by developing a body of work for evaluation in the major area of study.		<b>X</b>	
<b>Intellectual Pursuit</b>			
Studio Art Core #1: The student will demonstrate achievement of professional, entry-level competence in the major area of specialization.	<b>X</b>		
Studio Art Specialization #1: 1 The student will articulate a mastery of the traditional technical and conceptual approaches to drawing.	<b>X</b>		
<b>Bold Vision</b>			
Studio Art Specialization #3 The student will create a portfolio that supports a consistent, personal direction and style.			<b>X</b>
Studio Art Specialization #4: The student will design and complete original work to be submitted to a juried art competition		<b>X</b>	