# Note:

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should <u>not</u> be used to purchase course materials.**

# COURSE SYLLABUS

## ARTS 222
### INTRODUCTION TO GRAPHIC DESIGN

### COURSE DESCRIPTION

An introduction to graphic design as a tool for visual communication. Graphic design skills and topics including a brief history of typography and printing; page layout design principles, the design process, page layout and image manipulation software, visual hierarchy, and critique will be explored in this course. Students will use the acquired skills to create basic graphic design materials for a variety of uses. (Formerly "Desktop Publishing")

### RATIONALE

Graphic design is a skill that is widely used in the communications, design, and publishing industries. The ability to produce well-designed visual materials is a highly marketable skill and essential for the student wishing to pursue a career in media related fields. This course is also foundational to other ARTS and COMS courses.

I. **PREREQUISITE**
   For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. **REQUIRED RESOURCE PURCHASE**

   Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. **ADDITIONAL MATERIALS FOR LEARNING**

   A. Computer with basic audio/video output equipment

   B. Internet access (broadband recommended)

   C. Microsoft Office

   D. Adobe InDesign CC 2015 (required for the entire duration of the course) Please visit www.liberty.edu/adobe to gain access to Adobe Creative Cloud.

   E. A storage archival device (jump drive). At least 1 gig is suggested.

   F. Pencil and sketch paper

IV. **MEASURABLE LEARNING OUTCOMES**

   Upon successful completion of this course, the student will be able to:

   A. Compose page layouts for single, multiple, and custom layout documents by combining type with art in various ways.

B.   Apply design principles and typographic guidelines to page designs.

C.   Use the design process to develop creative solutions to design problems.

D.   Identify terminology related to typography, design, printing, and page layout software.

E.   Utilize software to effectively prepare images and pages for professional production.

F.   Analyze and discuss layout design principles and typographic categories and guidelines while evaluating the merit of personal, peer, and professional design.

V.   **COURSE REQUIREMENTS AND ASSIGNMENTS**

A.   Textbook readings and lecture presentations

B.   Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C.   Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 200 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 100 words.

D.   Textbook Tutorials (4)

The student will complete each assigned tutorial from the Against the Clock textbook. Each tutorial is designed to allow the student to gain familiarity with the software and demonstrate his or her understanding of the tool functions.

E.   Project

Using the design elements, the student will design an identity package that includes an additional piece of marketing collateral. The project is broken into 3 phases with designated point values.

Phase 1

The student will complete preliminary sketches and roughs for the brand logo and identity layout. Using those sketches, he or she will develop the identity's logo.

Phase 2

The student will develop all additional brand imagery such as patterns, shapes, or textures. Once all visual elements are complete, the student will create the elements of the identity package based on preliminary sketches. Logo use must be consistent. The student will also develop layout sketches for the desired element of marketing.

Phase 3

The additional element of marketing will be developed and final refinements on all layouts will be completed.

F.     Critique and Analysis Paper

The student will write a Critique and Analysis Paper in current MLA format that focuses on identifying effective use of the four design principles and visual hierarchy. The student will be given a set of design pieces from which to choose 1 to critique and analyze. The paper must be at least 350 words. The student must also include 2 references; however, *The Non-Designer's Design Book*, as well as the lecture content, will serve as the 2 required references.

G.     Textbook Quizzes (5)

Each quiz will cover the Reading & Study material for the modules/weeks in which it is assigned. Each quiz will be open-book/open-notes, contain 10 multiple-choice and true/false questions, and have a 12-minute time limit.

H.     Lynda Quizzes (8)

Each quiz will cover the Reading & Study material for the module/week in which it is assigned. Each quiz will be open-book/open-notes, contain 10 multiple-choice and true/false questions, and have a 12-minute time limit.

VI.     **COURSE GRADING AND POLICIES**

A.     Points

| | |
|---|---|
| Course Requirements Checklist | 10 |
| Discussion Board Forums (2 at 35 pts ea) | 70 |
| Textbook Tutorials (1 at 40 pts, 1 at 50 pts, 1 at 60 pts, 1 at 70 pts) | 220 |
| Project | |
|     Phase 1 | 125 |
|     Phase 2 | 125 |
|     Phase 3 | 150 |
| Critique and Analysis Paper | 50 |
| Textbook Quizzes (5 at 20 pts ea) | 100 |
| Lynda Quizzes (8 at 20 pts ea) | 160 |
| **Total** | 1010 |

B.     Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

C.     Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

# COURSE SCHEDULE

## ARTS 222

Textbooks:   Against the Clock, *Adobe InDesign CC 2017: The Professional Portfolio Series* (2017).
Williams, *The Non-Designer's Design Book* (2015).

| MODULE/ WEEK | READING & STUDY | ASSIGNMENTS | POINTS |
|---|---|---|---|
| 1 | Williams: chs. 1–3<br>2 presentations<br>6 websites | Course Requirements Checklist<br>DB Forum 1<br>Textbook Tutorial 1<br>Textbook Quiz 1<br>Lynda Quiz 1 | 10<br>35<br>40<br>20<br>20 |
| 2 | Williams: chs. 4–6<br>1 presentation<br>12 websites | Textbook Tutorial 2<br>Textbook Quiz 2<br>Lynda Quiz 2 | 50<br>20<br>20 |
| 3 | Williams: chs. 9–10<br>1 presentation<br>11 websites | Textbook Tutorial 3<br>Textbook Quiz 3<br>Lynda Quiz 3 | 60<br>20<br>20 |
| 4 | Williams: ch. 11<br>1 presentation<br>8 websites | Textbook Tutorial 4<br>Textbook Quiz 4<br>Lynda Quiz 4 | 70<br>20<br>20 |
| 5 | Williams: chs. 7–8<br>1 presentation<br>7 websites | Project – Phase 1<br>Textbook Quiz 5<br>Lynda Quiz 5 | 125<br>20<br>20 |
| 6 | 1 presentation<br>9 websites | Project – Phase 2<br>Lynda Quiz 6 | 125<br>20 |
| 7 | 1 presentation<br>7 websites | Critique and Analysis Paper<br>Lynda Quiz 7 | 50<br>20 |
| 8 | 1 presentation<br>7 websites | DB Forum 2<br>Project – Phase 3<br>Lynda Quiz 8 | 35<br>150<br>20 |
| | | TOTAL | 1010 |

DB = Discussion Board

**NOTE**:  Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.