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 352
GRAPHIC DESIGN I

COURSE DESCRIPTION

While introducing theory, practice, and technology, course assignments will develop an understanding and put into context the principles of visual communication. This course will develop strong formal and technical skills, as well as introduce production technology. This course focuses on conceptual thinking and problem solving in relation to design development. Students will create identity systems for a specified company or organization. Students explore the difference between branding different types of corporate entities and will produce work geared toward inclusion in the final portfolio. (Formerly ARTS 341) Note: May be taken twice for credit.

RATIONALE

Graphic design is communicating visually in an interesting and vital way. The successful graphic designer presents information in a manner that communicates meaning through a varied and expanding array of media, including print, web, and digital media. While principles of good design remain constant, technology and methodology develop at a constant, rapid pace. The student of design must therefore balance his or her development of the creative and theoretical with skills in utilizing the tools and technology of the trade. There will be an emphasis on developing a Christian worldview as applied to this discipline.

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. Blackboard recommended browsers

   D. Microsoft Word

IV.   **MEASURABLE LEARNING OUTCOMES**

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

A.   Conceive, express, and present ideas that visually solve identified graphic design problems.

B.   Recognize the target audience for a given design problem and create engaging solutions to reach that audience.

C.   Create unique graphic and written content where appropriate.

D.   Distill complex ideas and give them appropriate visual form.

E.   Demonstrate evolving graphic design skills and aesthetics.

F.   Make and utilize effective typographic choices and demonstrate attention to detail and craft.

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 (7)

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be at least 300 words, demonstrate course-related knowledge, and be supported by biblical principles. In addition to the thread, the student will reply to at least 3 classmates' threads. Each reply must be at least 150 words and be supported by biblical principles.

D.   Brand Development Project

The Brand Development Project will consist of a single, substantial body of work completed in 4 phases throughout the course:

Phase 1

The student will formulate a design brief that outlines the entire design process for the Brand Development Project. The student will learn to craft a detailed creative brief.

Phase 2

The student will develop a comprehensive branding system for an assigned fictional or real-life client throughout the semester with minimal instruction from the instructor. Projects within the system must include a minimum of 4 touchpoints beyond creating a logo, business card, or letterhead. These touchpoints may include stationery, promotional items, printed materials, packaging, screen-based materials, and a brand standards manual.

Phase 3

The student will practice the process of design from research and concept development to final execution and presentation of ideas. The student will present his or her work to classmates in an online format and participate in critiques of classmates' work. The student may reach out to the instructor if he or she struggles with a topic or design challenge.

Phase 4

The student will finalize the development of the comprehensive branding system. The student will again present his or her work to classmates in an online format and participate in critiques of classmates' work.

E. Process Book

The student will create a process book that outlines and illustrates his or her creative process and the steps used to create his or her branding system for the Brand Development Project. Additionally, the student will professionally present his or her final work during the final exam period and will produce an online portfolio that highlights his or her best projects from throughout the course.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (7 at 20 pts ea)	140
Brand Development Project	
Phase 1	100
Phase 2	200
Phase 3	200
Phase 4	200
Process Book	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.

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Textbook: Wheeler, *Designing Brand Identity* (2013).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Wheeler: pp. 2–14, 102–103 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 20
2	Wheeler: pp. 16–34 1 presentation	DB Forum 2 BDP – Phase 1	20 100
3	Wheeler: pp. 36–80 1 presentation	DB Forum 3	20
4	Wheeler: pp. 82–94 1 presentation	DB Forum 4 BDP – Phase 2	20 200
5	Wheeler: pp. 96–101, 104 1 presentation	DB Forum 5	20
6	Wheeler: pp. 106–122 1 presentation	DB Forum 6 BDP – Phase 3	20 200
7	Wheeler: pp. 124–150 1 presentation	DB Forum 7	20
8	Wheeler: pp. 152–174, 208–209, 218–219, 232–233 1 presentation	BDP – Phase 4 Process Book	200 160
		TOTAL	1010

DB = Discussion Board
BDP = Brand Development Project

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