

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS**

**DESIGN BASICS FOR WEB & PRINT
DWP 1010**

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Revised: Fall 2016

Catalog Course Description

A study of visual design fundamentals as they apply to both print and web, this course explores the basic design principles and resources for creative problem solving which is essential to all visual arts. Skills in utilizing the principles learned using the latest software is emphasized.

Prerequisite(s)

None

Co-requisite(s)

None

Textbooks(s) and Other Course Materials

Graphic Design School Edition: 5th Author: Dabner ISBN:9781118134412

Week/Unit/Topic Basis

Week Topic

1. What is Design? Interrelationship of Form and Content
2. Elements of Design- Six basic elements of Design: line, shape, space, color, texture, and type.
3. Color: Hue, Chroma, and Value- the Color Wheel. CMYK color for print, RGB color for Web.
4. Applying color and texture to elements- why or why not, and how.
5. Principles of Design: Unity, Harmony, Balance, Rhythm, Contrast, Dominance, and Gradation
6. Combining Elements and Principles: The Composition
7. Visual hierarchy: Visually communicating what you intend to communicate
8. Static Layout (print) and Dynamic Layout (web)
9. Designing with Type
10. Type classification and uses: Font families, print and web fonts
11. Aesthetics and Communication- finding the right balance
12. Creating your composition for both print and web
13. Exploring filetype and color space conversion
14. Making it all work together- creating files for final delivery
15. Final Exam

Course Goals

Note: Roman numerals after course objectives reference goals of the Design for Web and Print program.

The course will:

1. Build a working vocabulary of art, design, and visual communication terminology.
2. Enable the identification and use of tools for using the new elements print and in web sites. IV
3. Explore various design forms, elements, traits of elements and formal relationships. III
4. Develop skills in handling the design forms while reaching an art production goal that is consistent with the needs of the client. II
5. Apply valid design principles to a variety of visual communication problems. II
6. Practice and extend ability to think visually, to develop visual concepts and to communicate visual solutions. III
7. Develop skill using software to design content appropriate for print and web delivery. II
8. Learn to create media with characteristics appropriate for delivery in print and on the Web. I,II,III
9. Perform all technical aspects of designing, planning, selecting and editing files for use in print and on web sites. II, VI

Expected Student Learning Outcomes

Note: Capital letters after Expected Student Learning Outcomes reference the course goals listed below.

Students will:

1. Write explanations of the principles of design as they apply to print and web. A
2. Use appropriate terminology to identify and discuss design elements and principles. A,B,C,E
3. Identify appropriately prepared media for use in print and on web sites. A,B,C,E
4. Select software appropriate for preparing media for use in print and on web sites. G
5. Locate and/or install software used to prepare media for print and web. G
6. Perform all technical aspects of designing, planning, selecting and editing files for use in print and on web sites. G
7. Effectively use time management principles for their projects and assignments.
8. Contribute to class discussion and project critiques and use the appropriate terminology to describe and evaluate designs, procedures, software and delivery formats. B,F
9. Use tools of the Internet to communicate, manage, produce and work with others. B,D

Evaluation

Testing Procedures: -30% of grade

3 written/recognition Quizzes – 15% Final Cumulative Written/Practical Exam – 15%

Laboratory Expectations:

Students may find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

Field Work: --0% of grade

Other Evaluation Methods: --70% of grade

Portfolio of projects and exercises – 60%

Project development materials, thumbnails, exercises and project assignments will be assembled in a PDF file.

Participation 10%

Grading Scale

A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	0-59

Policies

Attendance Policy

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.

- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to disabilityservices@pstcc.edu, or by visiting Alexander 130. More information is available from the [Disability Services website](http://www.pstcc.edu/sswd/). (<http://www.pstcc.edu/sswd/>)