Course Number and Title: VSC 115 Intro to Design

Campus Location:
Dover

Effective Date:
2021-51

Prerequisite:
SSC 100 or concurrent

Co-Requisites:
none

Course Credits and Hours:
3.00 credits
2.00 lecture hours/week
2.00 lab hours/week

Course Description:
This class introduces principles and techniques of visual communications. Emphasis is placed on the development of problem solving skills required by designers and photographers in all disciplines. Key elements and principles of design are examined in conjunction with training in basic production skills.

Required Text(s):
Obtain current textbook information by viewing the campus bookstore - https://www.dtcc.edu/bookstores online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:
Black Matte Board (several sheets)
Rubber Cement
Utility knife or X-ACTO knife and extra blades
8x10 hardbound sketchbook
Flash drive

Schedule Type:
Classroom Course

Disclaimer:
None

Core Course Performance Objectives (CCPOs):

1. Apply the basic elements and principles of design. (CCC 2, 5, 6; PGC ADD 1, 3, 4, 5; MMD 1, 3, 4, 5; PHI 1, 3, 4, 5)
2. Create views and models of projects using scale, proportion, and measurement techniques. (CCC 2, 5, 6; PGC ADD 2, 3; MMD 2; PHI 1)
3. Create packaging and promotional design for a product. (CCC 2, 6; PGC ADD 2, 3, 4, 5. 6; MMD 2, 3, 4, 5. 6; PHI 3, 4, 5)
4. Assess samples of page design, magazine structure, packaging, and visual display to understand their structures, and construct samples that are effective in conveying information. (CCC 2, 5, 6; PGC ADD 2, 5; MMD 3, 4, 5. 6; PHI 3, 4)
5. Use color theory and type design to execute realistic assignments at an introductory level. (CCC 4, 5; PGC ADD 1, 2, 3, 4, 5. 6; MMD 1, 2, 3, 4, 5. 6; PHI 1, 2, 3, 4, 5)
6. Compose, execute, and present projects that clarify and visually communicate a concept to a client while making use of constructive criticism. (CCC 2, 3, 4, 6; PGC ADD 2, 3, 4, 5. 6; MMD 2, 3, 5. 6; PHI 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):
Upon completion of this course, the student will:

1. Apply the basic elements and principles of design.
   1. Identify and/or recognize basic elements of design.
   2. Explain the principles of design.
   3. State and/or demonstrate how to use basic elements and principles that are appropriate to various design modalities.
   4. Construct solutions to visual design problems using fundamental principles of design such as formal reference, touching, overlapping, spatial depth, and perspective.
2. Create views and models of projects using scale, proportion, and measurement techniques.
   1. Apply scale to sketches and layouts.
   2. Use a scale ruler to translate actual measurements to scale measurements.
3. Create packaging and promotional design for a product.
   1. Create samples of packaging using naming, logo design, and positioning conventions.
   2. Create a campaign to expand a project's reach into various markets through media application and variety.
   3. Explain and fabricate samples of product identity development such as container and packaging design.
4. Assess samples of page design, magazine structure, packaging, and visual display to understand their structures, and construct samples that are effective in conveying information.
   1. Examine samples of page design, magazine structure, packaging, and visual display to understand their structures.
   2. Develop a morgue file of creative solutions to visual problems that will serve as an idea library.
   3. Develop a concept-oriented problem solving process.
5. Use color theory and type design to execute realistic assignments at an introductory level.
   1. Describe the basic components of typographic forms.
   2. Apply the fundamentals of basic color theory in a series of simple design projects.
6. Compose, execute, and present projects that clarify and visually communicate a concept to a client while making use of constructive criticism.
   1. Develop poise and presentation skills through a series of increasingly formal project presentations.
   2. Identify key elements of a solution to a visual communications problem that would be most effectively presented to a potential client.
   3. Select, create, and present a concept for the marketing communications needs of a product or service using three visual elements.
   4. Create a formal presentation of the visual elements necessary to communicate an idea for a product or service.

Evaluation Criteria/Policies:
The grade will be determined using the Delaware Tech grading system:

90	–	100	=	A
80	–	89	=	B
70	–	79	=	C
0	–	69	=	F

Students should refer to the Student Handbook - https://www.dtcc.edu/handbook for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select, illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations to/for clients that are technically and conceptually effective.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design into cohesive problem solving techniques for multimedia/web design assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production and delivery technologies.
4. Synthesize components of multimedia/web solutions into cohesive presentations to/for clients that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations to/for clients that are technically and conceptually effective.
5. Collaborate with art directors, clients, models and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:
The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the disabilities services - https://www.dtcc.edu/disabilitysupport web page or visit the campus Advising Center.