

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: ART 117
Course Title: Design I for Electronic Media

Year: 2020-2021
Credit Hours: 3

I. Course Description:

This course introduces the basic visual vocabulary of the principles and elements of two-dimensional design and provides a variety of experiences addressing the creative application of design concepts utilizing digital media in place of traditional artistic media. Projects, lectures, and critiques address the development of compositional, conceptual, and aesthetic problem solving. Critiques, written analysis, and class discussions provide opportunities to analyze the design process, principles and elements of design, concept development, composition, color systems, the basics of typography, and designing with type and image. The use of software for the creation of vector graphics is the main application utilized in the creation of student assignments, with an emphasis on building imagery utilizing shapes, manipulating points and paths, and both freehand and precise plotted points vector drawing. The use of software for creation of raster graphics is also introduced. Prerequisites: Prior completion of, or concurrent enrollment in, ENGL 100 or ESL 120/121/122. 3 Cr. (2 Lec. 2 Lab.) Fall and spring semesters.

II. Additional Course Information:

1. Design I for Electronic Media is a required course for the New Media degree program.
2. This course can be taken to fulfill the ART 110 <i>Design I</i> requirement for Photography A.S. students.
3. If ART 117 is completed as a concurrent enrollment course, ART 110 <i>Design I</i> may be waived for the Graphic Design A.S. degree program. Consult the program chair to discuss the needed waiver.
4. Students are required to work on projects outside of class using specified vector and raster graphics software.
5. This course consists of at least 100 minutes of lecture and 100 minutes of lab work each week for the fifteen-week semester.
6. This class has additional costs of approximately \$100 for textbooks and specialty and miscellaneous supplies. Students are expected to purchase a digital storage device and obtain a Cloud account for backup storage.

III. Student Learning Outcomes

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

1. Display proficiency in applying the principles and elements of design to visually communicate and create hierarchy in composition.
2. Demonstrate the ability to make effective typography choices for readability, mood, and concept. Demonstrate proficiency in appropriate font pairing, basic typography classifications, and using type graphically.
3. Demonstrate an understanding of two-dimensional design by completing projects that show creative solutions, aesthetic judgement, and technical competency using professional vector and raster computer software, with an emphasis on vector graphics.
4. Show proficiency in professional file management and work effectively with typography and imagery on a computer including downloading and installing fonts, utilizing source images, usage rights, and preparing for output/file transfer for print and web.
5. Discuss, analyze, and critique visual works, including their own assignments, and the work of their peers.

IV. Tompkins Cortland General Education Goals & SUNY Competencies

Critical thinking

Students will analyze the work of professionals to discern and define what makes a design communicate successfully and achieve visual unity. They will apply these analytical techniques to their own work, and the work of peers. They will document their development process and explore various principles and elements in written reflections and quizzes.

Social/Global Awareness

Information Management

Students will gain skills in professional file management on a computer. They will be responsible for understanding file formats, file naming and organizational systems, backing up work, and utilizing online tools to file-share.

This course does not address any of the above Goals/Competencies.

V. Essential Topics/Themes

1. The principles and elements of design
2. Use of professional vector graphics software focusing on building imagery utilizing shapes, manipulating points and paths, and both freehand and precise plotted points vector drawing
3. Use of professional raster graphics software
4. Basic typography
5. File management
6. Visually communicating concepts through design and content choices
7. Visual Hierarchy and Unity
8. Analyzing visual work

VI. Methods of Assessment/Evaluation

Method	Percent of Grade
1. Exam/Quizzes	10-20%
2. Process documentation and concept exploration	10-20%
3. Course Assignments	50-60%
4. In-Class Exercises	5-10%
5. In-Class participation in critiques, course work progress, and demonstrations	10-20%

VII. Texts - REQUIRED:

1. Relevant textbook/s of choice about the principles and elements of design (The book/s must be relevant to computer related design and should examine design on-screen and in print. It should also address color and basic typography)

Editions listed are current as of date of syllabus. More recent editions may be used

VIII. Bibliography of Supplemental Materials

1. <u>Color for Designers: Ninety-five Things You Need to Know When Choosing and Using Colors for Layouts and Illustrations</u> , J. Krause, © 2015 Peachpit Press. ISBN: 9780321968142
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2 <u>Design Fundamentals: Notes on Visual Elements & Principles of Composition</u> , G. Rose, C. Navetta, and M. Friedman, © 2015 Peachpit Press. ISBN: 9780133930139
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3. <u>Non Designer's Design Book</u> , R. Williams, 4th edition, © 2014 Peachpit Press. ISBN-13: 978-0133966152
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4. <u>Visual Design: Ninety-five things you need to know. Told in Helvetica and Dingbats</u> , J. Krause, 1 st edition, © 2014 Peachpit Press. ISBN-13: 978-0321968159
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Editions listed are current as of date of syllabus. More recent editions may be used.

IX. Other Learning Resources

Audiovisual: Online professional training tutorials
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Electronic: Online professional training tutorials

Other: None specified

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Academic Integrity: *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms. Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.*

Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.