



Western Technical College

10201112 Design Fundamentals

Course Outcome Summary

Course Information

Description	Creative ability of each student will be directed toward the layout, design and production of graphic design related projects. Through lectures, demonstrations and lab assignments, students will create and design projects utilizing a variety of materials and techniques.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

Course Competencies

1. Design one email marketing blast from a provided beginner's template.

Assessment Strategies

- 1.1. Product
- 1.2. Presentation
- 1.3. Critique

Criteria

You will know you are successful when

- 1.1. you choose one topic based on research.
- 1.2. you prepare five related photos that communicate your message.
- 1.3. you determine a clear message, audience, and design style.
- 1.4. you follow a formal design process by completing the required beginner's Behance project presentation.
- 1.5. you layout and assemble your final poster in Mail Chimp
- 1.6. you engage in at least one critique of your design work.
- 1.7. you explain your design solution in a group setting.
- 1.8. you summarize the process of creating an email blast using a web-based email management program.

Learning Objectives

- 1.a. Explore the process of creating an email blast.
- 1.b. Research potential topics for project.
- 1.c. Identify possible photos that communicate your message.
- 1.d. Explore how to create a clear message.
- 1.e. Identify the target audience.
- 1.f. Explore design styles.
- 1.g. Examine elements of the formal design.
- 1.h. Explore the layout features of Mail Chimp.
- 1.i. Identify importance of applying brand standards, design principles, elements, typography, color, layout, and marketing knowledge.
- 1.j. Identify effective strategies to critique self and others work.
- 1.k. Justify your design solution.

2. Design one web advertisement from a provided beginner's template.

Assessment Strategies

- 2.1. Product
- 2.2. Presentation
- 2.3. Critique

Criteria

You will know you are successful when

- 2.1. you develop a web ad for the same client as your email marketing blast.
- 2.2. you incorporate chosen photos into web ad.
- 2.3. you communicate message to target audience through design style.

- 2.4. you include this web ad in your email marketing Behance project presentation.
- 2.5. you create layout and assemble your final web ad in Illustrator.
- 2.6. you engage in at least one critiques of your design work.
- 2.7. you explain your design solution in a group setting.
- 2.8. you summarize the process of creating a web ad using Illustrator.

Learning Objectives

- 2.a. Explore the process of creating a web advertisement.
- 2.b. Determine a clear message, audience, and design style for web advisement.
- 2.c. Explore different layouts for web ad in Illustrator.
- 2.d. Identify importance of use of brand standards, design principles, elements, typography, color, layout, and marketing knowledge in web advertisement.
- 2.e. Apply effective strategies to critique self and others' work.
- 2.f. Justify you design solution.

3. Design one logo from a provided beginner's template.

Assessment Strategies

- 3.1. Product
- 3.2. Presentation
- 3.3. Critique

Criteria

You will know you are successful when

- 3.1. you choose one topic to create your logo based on research.
- 3.2. you create two elements for your logo: logotype and brandmark.
- 3.3. you determine a clear message, audience, and design style.
- 3.4. you follow a formal design process by completing the required beginner's Behance project presentation.
- 3.5. you layout and assemble your final logo using only vector linework in Illustrator.
- 3.6. you engage in at least one critique of your design work.
- 3.7. you justify a design solution in a group setting.
- 3.8. you summarize the process of creating a logo using Illustrator.

Learning Objectives

- 3.a. Explore the process of creating a logo.
- 3.b. Research potential topics for project.
- 3.c. Identify the purpose and development of logotype and brandmark.
- 3.d. Apply vector linework in Illustrator to create logos.
- 3.e. Identify importance of applying brand standards, design principles, elements, typography, color, layout, and marketing knowledge.
- 3.f. Identify effective strategies to critique self and others work.
- 3.g. Justify your design solution.

4. Design one HTML/CSS website from a provided beginner's template.

Assessment Strategies

- 4.1. Product

Criteria

You will know you are successful when

- 4.1. you choose one topic for your website based on research.
- 4.2. you select and prepare twenty-seven related photos that communicate your message
- 4.3. you develop a clear message for target audience.
- 4.4. you layout and assemble your final website using TextEdit or another simple text editor.
- 4.5. you summarize the process of creating a website using HTML/CSS.

Learning Objectives

- 4.a. Research one topic for your website.
- 4.b. Explore multiple related photos that communicate your message.
- 4.c. Determine a clear message and audience.
- 4.d. Explore the layout features of TextEdit or another simple text editor.
- 4.e. Identify the importance of applying brand standards, design principles, elements, typography, color,

layout, and marketing knowledge to project.

5. Design one infographic poster from a provided beginner's template.

Assessment Strategies

- 5.1. Product
- 5.2. Presentation
- 5.3. Critique

Criteria

You will know you are successful when

- 5.1. you choose one topic with five supporting facts based on research.
- 5.2. you develop a clear message for targeted audience.
- 5.3. you layout and assemble your final poster in Illustrator.
- 5.4. you engage in at least one critiques of your design work
- 5.5. you explain your design solution in a group setting
- 5.6. you summarize how to create an infographic using Illustrator.

Learning Objectives

- 5.a. Research one topic for infographic.
- 5.b. Determine a clear message, audience, and design style
- 5.c. Explore poster creation in Illustrator.
- 5.d. Identify importance of applying of brand standards, design principles, elements, typography, color, layout, and marketing knowledge.
- 5.e. Engage in at least one critiques of your design work
- 5.f. Identify effective strategies to critique self and others work.
- 5.g. Justify your design solution.

6. Critique design work.

Assessment Strategies

- 6.1. Performance

Criteria

You will know you are successful when

- 6.1. you value the diversity of opinions of others (from instructor, peer, client, etc.).
- 6.2. you maintain an open mind to change design work based on constructive feedback.
- 6.3. you provide constructive feedback to others' design work.
- 6.4. you demonstrate professional attitude and demeanor throughout the critique (presentation).

Learning Objectives

- 6.a. Analyze your own design work.
- 6.b. Analyze the design work of others.
- 6.c. Elicit feedback from multiple sources (self, instructor, clients, peers).
- 6.d. Practice receiving constructive feedback in a positive and professional manner.
- 6.e. Determine if and how to act on feedback (i.e. revise work).

7. Qualify design solutions.

Assessment Strategies

- 7.1. Presentation

Criteria

You will know you are successful when

- 7.1. you align the proposed design solution to the project goals.
- 7.2. you identify the target audience for the design solution.
- 7.3. you convey a clear message through the design solution.
- 7.4. you maintain a consistent design style throughout the project.

Learning Objectives

- 7.a. Identify the project scope (time, budget, resources) and goals.
- 7.b. Prepare design solutions with project goal in mind.
- 7.c. Determine the target audience for the design solution.

- 7.d. Explore design style needed to convey message.
- 7.e. Engage in market research to qualify design work.

8. Persuade others to believe in your design solutions.

Assessment Strategies

- 8.1. Presentation

Criteria

You will know you are successful when

- 8.1. you present proposed design solutions to others.
- 8.2. you speak with conviction about the proposed design work.
- 8.3. you justify design solution based on market research.
- 8.4. you listen to others opinions regarding the design solution/work.
- 8.5. you acknowledge when design work needs to be revised.

Learning Objectives

- 8.a. Develop personal convictions about your design work.
- 8.b. Propose design solutions to others (instructor, client, peers, etc.).
- 8.c. Relate market research knowledge to persuade a client's acceptance of design work.
- 8.d. Value the opinion of others while trying to persuade them.
- 8.e. Accept that your design may need to change depending on the client's needs.

9. Assume responsibility for your own ethical behavior.

Assessment Strategies

- 9.1. Performance

Criteria

You will know you are successful when

- 9.1. you follow industry related laws and regulations for use of different media.
- 9.2. you demonstrate the ethical use of copyrighted text, art, designs, and photographic images in design work.
- 9.3. you demonstrate ethical behaviors while presenting and critiquing work.
- 9.4. you model personal ethical behavior in class and with clients.

Learning Objectives

- 9.a. Examine ethical practices related to design work.
- 9.b. Examine laws and regulations regarding copyright and use of media.
- 9.c. Select materials (copyrighted text, art, designs, photographs, etc.) that align with ethical uses.
- 9.d. Practice ethical behaviors while presenting and critiquing work.
- 9.e. Value your own ethical behavior.

10. Explore industry standard design software.

Assessment Strategies

- 10.1. Product

Criteria

You will know you are successful when

- 10.1. you demonstrate ability to use industry standard drawing software in course projects.
- 10.2. you demonstrate ability to use industry standard photo manipulation software in course projects.
- 10.3. you demonstrate ability to use industry standard page layout software in course projects.
- 10.4. you demonstrate ability to use industry standard web design software in course projects.

Learning Objectives

- 10.a. Identify industry standard drawing software and explore applications for it.
- 10.b. Identify industry standard photo-manipulation software and explore applications for it.
- 10.c. Identify industry standard page layout software and explore applications for it.
- 10.d. Identify industry standards web design software and applications for it.
- 10.e. Research changing technology (i.e. software) related to the industry.