Western Technical College

10304132 Visual Communications II

Course Outcome Summary

Course Information

Description	A continuation of exploring methods of communicating design solutions including the creative use of digital imaging technology, as well as, layout and composition software.
Career Cluster	Architecture and Construction
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	36

Pre/Corequisites

Prerequisite   10304122 Visual Communications I

Textbooks

Interior Design Visual Presentation: A Guide to Graphics, Models and Presentation Methods. 5th Edition. Copyright 2018. Milton, Maureen. Publisher: John Wiley & Sons, Inc. **ISBN-13:** 978-1-119-31252-9. Required.

Success Abilities

1.   Cultivate Passion: Expand a Growth-Mindset

2.   Live Responsibly: Develop Resilience

3.   Live Responsibly: Foster Accountability

4.   Refine Professionalism: Act Ethically

5.   Refine Professionalism: Improve Critical Thinking

6.   Refine Professionalism: Participate Collaboratively

7.	Refine Professionalism: Practice Effective Communication

Program Outcomes

1.	Apply interior design business practices

2.	Apply fundamentals of design

Course Competencies

**1.	Refine professional design language.**

Assessment Strategies
1.1.	Presentation
1.2.	Demonstration

Criteria

You will know you are successful when

1.1.	you refine the list of professional design terminology.
1.2.	you incorporate design terminology into design presentations.
1.3.	you provide feedback using design terminology

Learning Objectives
1.a.	Review design terminology.
1.b.	Identify standard terminology used across the industry.
1.c.	Apply terminology in class and work-based experiences.

**2.	Use visual technology software for design projects.**

Assessment Strategies
2.1.	Drawing/Illustration
2.2.	Project
2.3.	Portfolio

Criteria

You will know you are successful when

2.1.	you create a moodboard in Adobe inDesign.
2.2.	you manipulate photographs in Adobe Photoshop.
2.3.	you apply materials to components in Revit.
2.4.	you apply appropriate industry graphic standards and guidelines

Learning Objectives
2.a.	Incorporate illustrations, text, photos, and sketches into the presentation.
2.b.	Incorporate finalized drawings into the presentation.
2.c.	Apply appropriate industry graphic standards and guidelines
2.d.	Create physical/tangible presentation components.
2.e.	Apply Adobe inDesign presentation software.
2.f.	Explore Adobe Photoshop.
2.g.	Explore Revit for rendering.

**3.	Demonstrate interior design presentation techniques.**

Assessment Strategies
3.1.	Drawing/Illustration
3.2.	Project
3.3.	Portfolio

Criteria

You will know you are successful when

3.1.	you convey an organized, creative, easily navigable idea or group of ideas
3.2.	you apply diverse visual components to presentation graphics

3.3.   you unite presentation graphics to create a composition of deliverables
3.4.   you articulate the design vision.

Learning Objectives
3.a.   Communicate concept ideas and solutions utilizing drawings, graphic imagery, and written communication
3.b.   Apply principles and elements of design within a composition
3.c.   Prepare a composition of project deliverables

4.   Lead design presentations.

Assessment Strategies
4.1.   Drawing/Illustration
4.2.   Presentation
4.3.   Critique
4.4.   Project
4.5.   Portfolio

Criteria

You will know you are successful when

4.1.   you develop confidence in public speaking capabilities
4.2.   you apply design criteria to explain meaning
4.3.   you cultivate storytelling abilities
4.4.   you design content-ready template outlines

Learning Objectives
4.a.   Develop courage in public speaking
4.b.   Enhance design vocabulary
4.c.   Cultivate storytelling abilities
4.d.   Create a presentation template
4.e.   Explore branding and its role in encompassing a client's vision.

5.   Collaboratively share, connect and critique complex ideas

Assessment Strategies
5.1.   Presentation
5.2.   Critique

Criteria

You will know you are successful when

5.1.   you clearly articulate your thoughts or suggestions with integrity and respect
5.2.   you consider out-of-the-box ideas
5.3.   you achieve a shared goal
5.4.   you offer support to others
5.5.   you build trust
5.6.   you seek feedback
5.7.   you communicatively summarize the holistic solution and related navigation

Learning Objectives
5.a.   Exemplify integrity and respect for all teammates and stakeholders
5.b.   Practice empathy
5.c.   Refine critical thinking
5.d.   Develop agility and flexability
5.e.   Communicatively summarize the holistic solution and related navigation
5.f.   Articulate design vision