**COURSE SYLLABUS**

Division AHSS

Curriculum Graphic Design

Course title Special Projects I

Course number DES 280

Credits 4

Lab hours 22

Lecture hours 33

Type of course Occupational preparatory

Length of course 11 weeks

Class size 24

Prerequisites Successful completion of the program through preceding quarter

Course description This is the first in a series of three courses designed to expand current graphic design knowledge and skills, offering students the opportunity to work on a major self-initiated design project. The course emphasizes research and the design process that leads to a successful design solution. By engaging in a unique quarter-long project, students have the opportunity to develop strong portfolio pieces - with the ultimate goal of employment. Student projects are self-initiated, self-defined, and self-managed. The scale of proposed projects is to be determined within the first week of the class, and developed and executed during the remainder of the quarter. Students will be required to meet a minimum of two self-defined benchmarks during the quarter based on the schedule and timeline they develop. Students will have the opportunity to explore additional design objectives and subjects outside of our current lockstep curriculum.

Course outcomes Upon completion of this course the students will be able to:

* + - * Produce a self-initiated design project to enhance design knowledge and skills
      * Augment and strengthen a professional portfolio of work to enhance employment opportunities and engagement
      * Demonstrate the ability to plan, develop, complete, and present a design project
        + Employ advanced research skills
        + Develop a production schedule
        + Design using a hierarchy
        + Utilize advanced applications of design and computer skills
        + Create a professional quality comprehensive design
        + Present a design project according to professional, business standards
      * Appraise, assess, and evaluate options and solutions to achieve optimal design project outcomes

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Required text none

Topical Outline

* + - Course structure and student expectations
    - Project Contract/Agreement
    - Planning the design project:
      * Defining the project and its message (purpose)
      * Identifying the project’s audience(s)
      * Determining the design medium
      * Setting goals and objectives
      * Establishing evaluation measures to track movement toward and

achievement of design project goals and objectives

* + - * Contingency planning
      * Budgeting: planning, preparation, constraints, implementation
      * Scheduling, sequencing and timeline development
    - Project development: refining of drafts through finished design project
    - Presentation of completed design project according to industry and business

presentation standards and expectations

Methods of presentation

* + - * Concepts will be presented and explained during lecture times.
      * Small groups of students (Studio Groups) will be asked to discuss course concepts.
      * Students will give personal presentation and explanation of their project assignment solution.
      * Outside reading will provide additional explanation and definitions.
      * Students for reference during the class and for future personal reference are REQUIRED to have a Blog documenting all of their work.

Methods of evaluation Self-evaluation allows students to take responsibility for progress throughout the quarter. Self-monitoring requires students to consult the instructor regarding any difficulty in understanding material or keeping up with the pace of instruction. Class participation demonstrates professional work habits and will be evaluated as if class is an on-the-job situation. This includes working cooperatively to effectively maximize use of laboratory time and sharing equipment, as well as collaboration, seeking clarification, and meeting deadlines. Instructor evaluation measures progress based on exercises, presented research, project assignments and class participation.

The quality of each project will be determined using the following criteria:

• Concept: Originality, creativity and effectiveness of the solution

• Aesthetics: Visual impact and beauty

• Presentation: Craftsmanship, effective use of materials

**Late work is accepted only by permission and prior arrangement with the instructor.** As a general rule, late work within a week of the original due date, will result in a penalty of one letter grade. Work more than one week late will not be accepted.

ADA conformation: (Americans with Disabilities Act) Students with documented disabilities requesting class accommodations, requiring special arrangements in case of building evacuation, or have emergency medical information the instructor should know about are asked to contact the disability support services office (DSS) in Rm. 1112. Once the disability is verified with DSS you will be given a letter of accommodation to be handed to your instructor.

Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations so that grades are not impacted. Such requests must be made in writing within the first two weeks of the quarter.

Syllabus developed by © Marc Salverda, 9/14

*The faculty reserves the right to amend the syllabus and schedule as deemed necessary.*