

## Master Syllabus

### VIS 1140 - Design Processes I

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Design

**Credit Hour Total:** 4.0

**Lecture Hrs:** 4.0

**Date Revised:** March 2013

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#### Course Description:

Introduction to the design development process including hand sketching, creation of thumbnails, computer illustration, imaging, photo manipulation, page layout and composition techniques using industry-based software.

#### General Education Outcomes:

- ▣ Values/Citizenship/Community Competency
- ▣ Computer Literacy Competency
- ▣ Information Literacy Competency
- ▣ Oral Communication Competency
- ▣ Critical Thinking/Problem Solving Competency

#### Course Outcomes:

##### Fundamentals of vector and raster software

Demonstrate an understanding of the difference between vector and raster software.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score at least 70%

**Assessment Method:** Portfolios

**Performance Criteria:**

Score at least 70%

##### Fundamentals of page layout software

Demonstrate an understanding of page layout software including: design, typography, color, and importing vector and raster content.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score at least 70%

**Assessment Method:** Portfolios

**Performance Criteria:**

Score at least 70%

##### Designing for print versus interactive design

Demonstrate an understanding of designing for the printed page versus the screen.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

Score at least 70%

**Assessment Method:** Portfolios

**Performance Criteria:**

Score at least 70%

#### Outline:

Fundamentals of the design development process including ideation sketches by hand, thumbnail drawings, vector, raster, and page layout software.

Creating vector and raster based imagery.  
Importing and exporting vector and raster files.  
Designing for print versus interactive design.  
Color theory, color modes, and color correction.  
2D design fundamentals.  
Typography fundamentals.