

Master Syllabus

VIS 1218 - Design Processes II

Division: Liberal Arts, Communication and Social Sciences

Department: Design

Credit Hour Total: 4.0

Lecture Hrs: 4.0

Prerequisite(s): VIS 1140

Date Revised: March 2013

Course Description:

Introduction to media design, including web-based software applications for the development of online interactive media. Design basics and a hands-on approach emphasized.

General Education Outcomes:

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

Course Outcomes:

Create web page

Create a professional web page using CSS, HTML and 2-D animation.

Assessment Method: Portfolios

Performance Criteria:

70% of students produce professional web page

Digital Video Production

Produce digital video including compression and streaming.

Assessment Method: Performance appraisals

Performance Criteria:

70% of students complete functioning digital video as measured by rubric

Design Principles

Use design elements: type, line, color and shape to create basic online media and 2D animations.

Assessment Method: Portfolios

Performance Criteria:

Achievement of at least a "2" on the portfolio assessment from industry professionals

Outline:

Creation of digital interactive media for online use
Working in video, 2D animation and web applications
Development of digital component elements
Media optimization for implementation
Importance of file management