

Master Syllabus

VIS 2110 - Design Principles

Division: Liberal Arts, Communication and Social Sciences

Department: Design

Credit Hour Total: 4.0

Lecture Hrs: 2.0 **Lab Hrs:** 4.0

Prerequisite(s): VIS 1110 AND VIS 1208 AND VIS 1250 AND VIS 1218

Date Revised: February 2014

Course Description:

Development of an identity system, visual language, stationery system and identity manual. Exploration of advanced elements and principles of design; introduction to symbology. Two classroom, four lab hours per week.

General Education Outcomes:

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

Course Outcomes:

Corporate identity system

Develop a corporate identity system using symbology, visual language (color, typography, and pattern), and stationery (letterhead, business card, and envelope).

Assessment Method: Portfolios

Performance Criteria: Score at least 70%

Corporate identity standards manual

Design a corporate identity standards manual.

Assessment Method: Portfolios

Performance Criteria: Score at least 70%

Ephemera and collateral material

Create ephemera and collateral material using a corporate ID system.

Assessment Method: Portfolios

Performance Criteria: Score at least 70%

Outline:

Symbology, logos, trademarks, ID system design, ID system communication, stationery design (letterhead, business card, envelope)
Visual language
Page/book layout
Corporate communications
Collateral design