

## 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

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#### 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
- ▣ Written Communication
- ▣ Critical Thinking/Problem Solving
- ▣ Values/Citizenship/Community
- ▣ Computer Literacy
- ▣ Information Literacy

#### 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