

## Master Syllabus

### VIS 2120 - Design Applications I

**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:

Design Applications I will cover the development of a pictogram and wayfinding system that will be used as a component to an overall Identity Manual developed in Design Principles. 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:

##### Principles of wayfinding

Apply principles and elements of wayfinding design to visual communications problems.

**Assessment Method:** Portfolios

**Performance Criteria:** Score at least 70% in all areas of the rubric.

##### American with Disabilities Act (ADA) guidelines

Implement the appropriate American with Disabilities Act (ADA) guidelines in visual communications projects.

**Assessment Method:** Portfolios

**Performance Criteria:** Score at least 70% in all areas of the rubric.

##### Problem-solving techniques

Implement problem-solving techniques appropriate to visual communications.

**Assessment Method:** Performance appraisals

**Performance Criteria:** Score at least 80% for conceptual ideas.

**Assessment Method:** Portfolios

**Performance Criteria:** Score at least 80% in all areas of the rubric.

#### Outline:

Design process  
Symbology (pictogram) development  
Wayfinding systems development  
Communication history  
American with Disabilities Act (ADA) guidelines  
Textiles, materials and fabrication development  
Three-dimensional conceptual design