

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

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