

## Department of Art Syllabus

### I. ART 6805 *Media Portfolio*, 3 Credit Hours, Online

*This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.*

### II. PREREQUISITES

None

### III. TEXTBOOK

None

### IV. COURSE DESCRIPTION

This course will involve developing design campaigns for real clients and real communication challenges. The goal is to involve students in design planning for clients as opposed to just short-run projects.

### V. RATIONALE

The rationale of the course is to prepare designers to consider the overall design life of clients by developing and producing design packages that will benefit the long-term image of clients. Proficiency at this will make them more valuable within the field and set them apart from average design professionals.

### VI. LEARNING OBJECTIVES AND OUTCOMES

- A. Strategize design solutions for clients that go beyond meeting short term needs.
- B. Build multifaceted design vehicles that work cohesively to address communication problems.

### VII. COURSE TOPICS

- A. Think marketing
- B. Think advertising
- C. Building design strategies

### VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lectures
- B. Responses to assigned readings via Moodle

- C. Projects and research relevant to outside clients
- D. Group discussion and critique

IX. ASSIGNMENTS

Four design campaigns. Details and grading criteria for each project will be made available at the start of the semester and modified as necessary for each unit.

X. EVALUATION

*See Department of Art Syllabus Addendum for Grading Scale and Evaluation.*

XI. REFERENCES

Balance, G. & Heller, S. (2001). *Graphic design history*.  
New York: Allworth Press.

Campbell, A. (1993). *The new graphic's designer's handbook*.  
Philadelphia, PA: Running Press.

Cramsie, P. (2010). *The story of graphic design: From the invention of writing to the birth of digital design*. New York: Abrams.

Drucker, J. (2009). *Graphic design history: A critical guide*. Upper Saddle River, NJ: Pearson Prentice Hall.

Gomez-Palacio, B. & Vit, A. (2011). *Graphic design, referred: A visual guide to the language, applications and history of graphic design*. Beverly, MA: Rockport Publishers.

Heller, S. (2004). *Design literacy: Understanding graphic design*.  
New York: Allworth Press.

Heller, S. (2004). *The education of a typographer*. New York: Allworth Press.

Kane, J. (2011). *A type primer*. (2<sup>nd</sup> ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Labuz, R. (1993). *The computer in graphic design*. New York: Van Nostrand Reinhold.

Meggs, P. (1998). *The history of graphic design*. New York: John Wiley & Sons.

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