



Course Syllabus

FMK 101: Basic Design and Color Theory

Center: Online

Instructor Availability and Response Time

Your instructor will be active in Blackboard at least five days each week; this is where most of our class interaction will happen. Communication, when in the Blackboard environment, benefits the entire class. Emails to the instructor directly should be reserved for concerns of a personal/sensitive nature. Your instructor will respond to questions—either via the Discussion Board or via email—within 24 hours.

Textbook

Layout Workbook
Cullen
Rockport Publishers Inc.
1st ed.
2007
ISBN-10: 1592533523

Color Design Workbook
Adams Morioka
Rockport Publishers Inc
1st ed.
2008
ISBN-10: 1592534333 ISBN-13: 978-1592534333

Course Prerequisites

Course Description

This course examines the basic principles of design, including balance, emphasis, proportion, and rhythm. The art elements of line, space, texture, and color are studied with special emphasis on how they relate to the visual design discipline as well as related theory and practice.

Course Objectives

- Define and use industry specific vocabulary and concepts to explore solutions to creative challenges
- Define the multiple meanings and impacts of media messages on diverse audiences
- Use conceptual development skills, drawing upon attributes of known effects, styles, motifs, and genres

- Use appropriate industry technology to produce design
- Create meaning and significance when producing, selecting, and assembling images
- Evaluate the expression of ideas through experimentation
- Evaluate and critique work according to industry standards
- Recognize the impact of media within different cultures and the ethical responsibilities that accompanies media creation
- Apply design concepts and compositional factors to design a logo
- Recognize copyright guidelines in the design industry

Grade Distribution

Assessment Item	Percentage of Final Grade
Discussions	24%
Short Paper	15%
Group Wiki	20%
Quizzes	5%
Final Project	36%
Total	100%

University Grading System

Undergraduate Grading System:		
Grade	Numerical Equivalent	Points
A	95-100	4.00
A-	90-94	3.67
B+	86-89	3.33
B	83-85	3.00
B-	80-82	2.67
C+	76-79	2.33
C	73-75	2.00
C-	70-72	1.67
D+	65-69	1.33
D	60-64	1.00
F	0-59	0.00
I	Incomplete*	
IF	Incomplete/Failure*	
W	Withdrawn	

* Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition & Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the course work must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

Grading Guides

You can find additional directions and grading guides for each of the following: Discussions, Short Paper, Group Wiki, Quizzes, and Final Project, located at the bottom of all Activity Folders, as well as in the Course Information area in

the *Assignment Guidelines and Rubrics* folder. SNHU places a high importance on classroom participation; therefore, you are expected to participate in your discussion forums on at least 3 separate days per week, for a total of four posts (1 initial post, at least three responses) throughout the term.

Course Rubrics

Course rubrics and assignment guidelines can be found in your course in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found the folders. All assignments are due by 11:59 p.m. EST on the last day of the module week.

Module	Topics and Assignments
1	Functional Designs and Inspiration Wiki: Paul Rand
2	Introduction to Color Theory Short Paper: Cool and Warm Colors Color Quiz #1
3	The Design Sequence and the Meaning of Color Wiki: Peter Arnell Final Project – Milestone One: Research and Brainstorm
4	Intuition and the Use of Color in Design Wiki: Susan Kare Final Project – Milestone Two: Conceptualize
5	Using Grids and Color Trends Short Paper: Grids in a Website Design Final Project – Milestone Three: Experiment with Thumbnails
6	Visual Elements in a Design Final Project – Milestone Four: Develop Logo Design Hierarchy Quiz #2
7	Typography in Design Wiki: Kate Moross Final Project - Milestone Five: Examine and Execute
8	Evaluating and Analyzing the Design Final Project - Milestone Six: Analyze and Evaluate

Attendance Policy

Failure to participate during the first week of the course (12:00 a.m. Monday through 11:59 p.m. Sunday) will result in automatic withdrawal. Participation is defined as posting activity within a discussion board, wiki, or blog,

and/or an assignment submission. Students who do not participate during the first week forfeit their rights to be reinstated into the course.

Students are expected to participate in their Blackboard course at least three (3) separate days per week throughout the term.

While Online Education classes are asynchronous, they are not correspondence or self-paced. Although only a portion of student's grades are tied to discussion; participation in discussion boards is MANDATORY.

Extended absences, defined as failure to post into the Blackboard classroom for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence with the instructor, or who fail to withdraw from the course in accordance with the COCE official drop and withdrawal policy will be graded appropriately.

SNHU College of Online and Continuing Education Withdrawal Policy

<https://www.snhu.edu/648.asp>

SNHU College of Online and Continuing Education Guide to Student Success

<https://my.snhu.edu/Resources/StudentHandbooks/Pages/default.aspx>

Additional Expectations for Students

Students are expected to participate in their Blackboard course at least three separate days per week throughout the term. Posting three times in one day does not meet the participation requirements.

All assignments must be submitted through the appropriate Blackboard tool (using Microsoft Word, other word processing format, or other specified software as identified in the Assessment document) by 11:59 p.m. Eastern Standard Time on the specified due date. Papers should follow formatting defined in the rubrics and other course materials. Most courses follow APA style, though MLA and Turabian are used as well.

Blackboard Course Tools/Areas Overview

Your course will be delivered through Blackboard. Below are the most often used Blackboard tools and areas.

Tool/Area	Description	You Should...
Announcements	This area is used to post day-to-day course details such as the status of or directions for assignments and discussions.	Students are expected to check the announcements on a regular basis, at least several times each week.
Course Information	The Course Syllabus, Technical Support, the Student Handbook, and Advising information can be found here.	Students should check this area at the start of the class. It is recommended that the syllabus be downloaded for future reference.
Learning Modules	This area contains course content, including lectures, readings, resources, assignments. This area also contains a checklist summary of assignments for the module.	Students are expected to check this area at the start of each module and throughout the module week to review course materials.

Discussion Board	This will be the primary area for discussion and collaboration throughout this class.	Students are expected to participate and contribute on a regular basis. Refer to the Attendance Policy and Grading Policy sections for information.
Research/Writing	SNHU Library and research information can be found here.	Check this area for links and information on different library-related resources.
Faculty	Instructor information is located in this area.	Check this area to find out about your instructor's background and contact information.
Communication	The primary communication tool areas for the course are discussion forums and small group areas.	Limit the use of email for comments and questions of a personal or sensitive nature. All course related questions should be posted on the discussion boards.

Southern New Hampshire University Policies

More information about SNHU policies can be found

at: <https://my.snhu.edu/Academics/Pages/SyllabiStatements.aspx>.

Continuing Education Center Instructor Availability All Undergraduate Continuing Education instructors at all center locations (Manchester, Nashua, Salem, Portsmouth, Brunswick ME) will be available to students for a minimum of four additional hours of face-to-face meeting time per term. This time is in addition to the required 20 hours of face-to-face time in hybrid classes and the required 40 hours of face-to-face time in lecture classes. How the additional meeting time is utilized is at the discretion of the instructor and may vary by course.

Academic Honesty Policy Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Students involved in such activities are subject to serious disciplinary action. Plagiarism is defined as the use, whether by paraphrase or direct quotation, of the published or unpublished work of another without full and clear acknowledgment. Cheating includes the giving or receiving of unauthorized assistance on quizzes, examinations or written assignments from any source not approved by the instructor. Understand that in taking this course your assignments may be submitted to Turnitin.com or other plagiarism detection services and reviewed for textual similarity suggestive of plagiarism. All submitted papers are subsequently included as source material in the Turnitin.com database for the purpose of detecting plagiarism in other submitted work. Please re-view [Turnitin.com Usage Policy](#) should you have any questions. For more about academic dishonesty please refer to the undergraduate or graduate catalogs.

ADA/504 Compliance Statement: Southern New Hampshire University is committed to meeting the needs of students challenged by physical, emotional or learning disabilities with regard to the Americans with Disabilities Act (ADA), as amended, and Section 504 of the 1973 Rehabilitation Act. To request accommodations to be made in your Blackboard course or to an assessment, contact the [SNHU Disability Office](#).

Technical Support: Support for technology and Blackboard software issues can be found at <http://www.snhu.edu/techsupport> or by dialing SNHU 24/7 Live Support at 1-877-708-2909.

Academic Assistance: Online students enrolled in Undergraduate courses in the areas of math, writing, accounting and statistics will have access to Smarthinking online tutoring: <https://my.snhu.edu/offices/COCE/Tutoring/Pages/default.aspx>.

Library Resources Statement: In addition to the intellectual resources available on site and online (<http://www.snhu.edu/library>), Shapiro Library makes available group and one-on-one instruction in information literacy, enabling students to define and articulate what knowledge-based resources are relevant to their research interests.

Copyright Policy: Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. The SNHU Copyright Policy can be accessed from the Shapiro Library's Copyright LibGuide at <http://libguides.snhu.edu/content.php?pid=5411>. Questions regarding copyright may be addressed to the Dean of the University Library.