

ART, DESIGN, & THEATRE MISSION: The Cedarville University Department of Art, Design, and Theatre is an essential part of a unique, creative, and academic Christ-centered learning community that values a broad study of disciplines in the liberal arts. As Christian artists, we are given the gift of creativity to imitate and honor God as Creator.

The Department of Art, Design, and Theatre believes that God has called us to excellence and whatever we do is to the glory and honor of the Creator. We believe that art is a gift and a calling, and that educational success in art, design, or theatre is not measured in income or job placement alone but in how lives are enabled, enriched, enlightened, and transformed.

VISUAL COMMUNICATION DESIGN PROGRAM OBJECTIVES: Upon completion of your Graphic Design major, you will be able to:

1. Demonstrate effective communication skills related to the evaluation and critique of visual design;
2. Apply technical knowledge and skills in creating design solutions;
3. Integrate awareness of historical and cultural context to create effective visual design solutions;
4. Demonstrate professional-level skills, knowledge, and creativity to successfully pursue, and excel in an entry-level position in a related field;
5. Demonstrate the integrity and ethics of a Biblical worldview through the practice and completion of creative and professional work.

CATALOGUE DESCRIPTION: Students will learn advanced concepts and techniques in web design including visual design, navigation, usability, grid layout, advanced layout reconstruction, and other skills necessary to produce professional, visually engaging solutions for delivery via the web. Students will use industry standards, including software, to develop websites for web-based advertising, marketing, and other communication needs.

PRE-REQUISITES: VCD-2600 Web Design I.

STUDENT LEARNING OUTCOMES: By the end of the course students will be able to:

1. Communicate professionally using knowledge of web design terms. (Met by Reading Notes and Critiques)
2. Work fluently with modern technologies and best practices to develop and enhance web pages for usability, searchability and accessibility. (Met by Projects)
3. Locate and use various resources to further develop knowledge and skills for web design. (Met by Projects)
4. Apply grid design, web aesthetics and appropriate style to develop advanced, visually appealing, and usable web pages, web sites, and content navigation in a variety of genres. (Met by Projects)

REQUIRED MATERIALS: The following required textbooks may

- » Krugg, S. *Don't Make Me Think: Revisited*. (2013) While required, you do not need to purchase a copy of this book as it can be accessed online for free using the library's database "Safari Tech Books"

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- » **CODIO:** You must purchase access to the online platform Codio for the duration of this course. Code for projects must be submitted online using the Codio platform. Instructions will be provided.
- » **SKETCH:** This course makes use of the design software called Sketch. While it is available on the labs in the Tyler building it can also be obtained with an educational discount for your own computer if desired.
- » **INVISION:** InVision is a dynamic prototyping tool we will use for sharing design comps, receiving feedback, and making changes. It can also be used while building out a site. Instructions to be provided.

ACTIVITIES:

- » **READING NOTES (15%):** Each assigned chapter you read during the course you must take notes and submit those notes as evidence that you've completed the assigned readings. You will have your own private forum in Moodle on which you can post each note. You will receive a score for each completed chapter notes that will add up to a total towards your final grade. Your notes should strive to capture key points or takeaways from the readings. They do not need to be long or exhaustive, but, rather, should be something you can review during the course—or even afterwards—and recall things that are applicable to your work.
- » **MINI-PROJECTS (MPX) (30%):** In the first half of the course we'll work to refine your speed and proficiency with designing and rapidly building what you've designed. In order to do this we'll cycle three approximately 3 "mini" projects in which you'll be given a specific scenario and some starting assets from which you must develop a solution. Each will contain deliverables aimed to help you stay on schedule and get feedback along the way.

The final submission will evaluate how well you implemented your solution, typically, according to your design comp. Therefore, the final solution must either match your design comps precisely, and only vary where clear improvements are made. Other possible variations will be explained in the mini-project's instruction sheet. These final submissions will be graded using the following scale:

- **< 60:** Insufficient design or reconstruction; significant improvement in progress or technique is needed. Usability suffers. Design may lack focus or be inappropriate for audience and context.
 - **60–75:** Entry-level skills are exhibited. Markup overall is valid but not sufficiently semantic and simple. Styles are not well organized but accomplish most of the design goals with some bugs that do not prevent usability. Design could be improved for aesthetic appeal, or for sake of the site's audience and/or context.
 - **75–90:** Moderate/acceptable skills are exhibited. Markup is valid and mostly simple and semantic. Styles are organized and/or mostly efficient in technique. All design goals are accomplished with only minor bugs that do not hinder usability. Design is appropriate for the audience and context.
 - **90–100:** Advanced/excellent skills are exhibited. Markup is meticulous, simple and semantic. Styles are neat and organized. Efficient methods are used to accomplish all design goals without any bugs. Design is beautiful and appropriate.
- » **FINAL PROJECT (FP) (40%):** The final project for this course will take approximately half of the semester to complete as we'll step back and complete a site build complete from start to finish. It will also be completed through a series of deliverables which you'll package into a final process book. You'll also learn to implement the site in a standard production setting.

The final submission will include the online implementation of the finished site and a corresponding process book. Details will be provided. Your grade for this final submission will be determined using the following scale:

- **< 60:** Insufficient work or demonstration of skills. Final site is incomplete, lacks intentionality, and/or contains usability concerns. Likewise or independently, the process book does not meet expectations.
- **60–75:** Entry-level skills are exhibited. Final site is complete but shows overall room to improve usability or aesthetics. Likewise or independently, the process book is complete but not presented as neatly or with appropriate design polish as a final deliverable.
- **75–90:** Moderate/acceptable skills are exhibited. Final site is overall effective and usable, with some areas to improve technique. Likewise or independently, the process book is overall in good shape, presenting the project well with some room to improve polish, clear communication, or presentation of the deliverables.
- **90–100:** Advanced/excellent skills are exhibited. Final site is usable and beautiful plus being meticulous, clean,

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organized, and using the most appropriate techniques throughout. Likewise, the process book is designed well, exhibiting the project and deliverables well.

- » **DELIVERABLES (15%):** Every project in this course will be completed through a series of deliverables that are meant to help keep you on task and regularly engaged with the course skills. Deliverables therefore provide a sort of attendance record for class that goes beyond just showing up to class, with some deliverable work due most class days. Deliverables are scored on a 5-point scale as follows:
 - **0-3:** Insufficient work is completed or no timely submission at all.
 - **4:** All work is completed but with notable concerns in technique or substance.
 - **5:** All work is completed satisfactorily.
- » **CRITIQUE:** Critique is an important skill to develop in our discipline. Specifically in interactive design we must learn to juggle to hats: that of the user and that of the designer. As a user we must think outside of our polished design sense to critically evaluate the simplicity and usability of a solution. As designers, we must think critically about the success of the solution from a visual communication and aesthetic perspective.

During critique, you must both lead a single critique and contribute to the critique led by your peers. Time will be allowed to review peers' work at the beginning of class. Through this exercise you will develop the ability to speak clearly, provide praise, suggest improvements, and think critically on your feet.

While critique does not feed directly into your final grade, performance in critiques will be treated as a deliverable on the corresponding project.

GRADING: Letter grades in this course are assigned as follows:

	A 100-94%	A- 93-90%
B+ 89-87%	B 86-84%	B- 83-80%
C+ 79-77%	C 76-74%	C- 73-70%
	D 69-63%	
	F 62-0%	

COURSE POLICIES AND RESOURCES:

- » **ACADEMIC INTEGRITY STATEMENT:** The Academic Integrity Pledge is a commitment to live with integrity in all areas of life including the classroom. All forms of academic dishonesty violate this pledge and could result in dismissal from this community.
- » **WEB-ENABLED FORMAT:** This course will be offered as a web-enabled course that requires work to be submitted between class times and will assume students take responsibility to review assignments and content details in Moodle.
- » **ATTENDANCE:** Regular attendance to class is expected. While attendance will not necessarily be tracked every day, students who regularly miss class, are late to class, or leave early may receive a grade deduction. A warning will be issued in writing before a grade deduction is applied to future offenses.
- » **LATE WORK:** Typically, assignments are not allowed to be submitted late without prior written permission from the instructor. Unexcused late submissions will be given a grade of 0. Exceptions may be made in the case of personal illness, campus-wide technology failure, catastrophic personal technology failure that could not have been foreseen, or death in the immediate family. Extensions, exceptions, and partial credit may be allowed at the professor's discretion based on broader University standards, wisdom, and fairness to other students.
- » **EXTRA CREDIT/RESUBMISSIONS:** Extra credit and resubmissions may occasionally be offered beyond the standard policies at the professor's discretion. Exams may not be retaken or made up except for reasons similar to the late work policy above.
- » **ACADEMIC ASSISTANCE:** Disability Services coordinates reasonable accommodations for students with documented disabilities. Students in need of academic accommodations because of the impact of a disability are invited to e-mail the Disabilities Compliance Coordinator at disabilityservices@cedarville.edu or visit www.cedarville.edu.

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[edu/disabilities](#) for information and an application. **Disability Services** is located in **The Cove (Academic Enrichment Center)** on the second floor of the BTS.

- » **DESIGN LABS:** The Design Labs are used for classroom teaching and after-hours work by students. You may use the Design Labs for course-related work anytime there is not a regular class occurring in the lab. In the labs we seek to build a creative community dedicated to the arts and based on mutual respect for all the members of the community. Be considerate of others who may be waiting to use a computer in the lab. Do not use Design Lab computers for instant messaging, downloading files, or other activities not directly related to coursework. And please keep the labs clean!

See the cours schedule, topics, due dates, meeting times, and meeting locations on following page.

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