BDESN in Visual Communication Design Course Learning Outcomes

DESN 100
- Develop visual thinking skills
- Discover a sense for personal intuition and creativity
- Establish the 1st step of the design process: "DRAWING OUT THE IDEA"
- Establish a habit and practice of drawing
- Combine exploration and invention to reinforce creative confidence
- Define principles of design
- Explain personal design choices and solutions

DESN 216
- Have basic utilization of Illustrator, Photoshop and InDesign.
- Demonstrate appropriate/effective use of technology, including recognizing evolving/emerging technologies.
- Understand image resolutions, file formats and file sizes.
- Use basic design terminology.
- Develop design solutions that demonstrate craft and practical application.
- Produce a series of printed works.
- Demonstrate fundamental design principles and processes.

DESN 243
- Recognize classifications of typographic families. Identify the anatomy of letterforms, scale, kerning + tracking, and layout specifications. Define and apply design related terminology.
- Demonstrate effective use of typography based on fundamental design principles, grid layout, and research to create balanced compositions.
- Ability to recognize and employ successful typographic treatment in a variety of visual communication design scenarios.
- Develop the ability to analyze and critique typographic solutions without personal judgment.
- Demonstrate digital typesetting skills in Adobe Illustrator and Adobe InDesign

DESN 259
- Examine the historical development of graphic design from the invention of writing, alphabets and communication through today, in a survey format.
- Students will create a conceptual framework to understand the History of Design on/in their own terms.
- Discuss the geographic, cultural, and social impact of design.
- Define and identify the characteristics that distinguish different movements and styles of design.
- Articulate the vocabulary used to describe the works, as well as the language of design concepts.
- Compare and contrast design from different time periods, diverse cultures, and locales.
- Discuss how this course impacts his/her understanding of design, culture and society.

DESN 263
- Students will develop and master basic conceptual skills
- Apply color design, typographic elements, in accordance with design and gestalt principles
- Acquire basic vocabulary in visual language
- Create visual messages from their own point of view
- Identify and define design objectives and client goals
- Demonstrate intermediate technological and production skills

DESN 338
- Students will identify problems and implement a process that will enable them to develop a user-centered design solution.
- Students will design user interfaces that demonstrate an understanding of fundamental design principles.
- Students will build interactive prototypes, taking their work from concept to manifestation.

DESN 343
- Apply three levels of typographic hierarchy. Understand scale and placement within the frame effectively through appropriate grid application. Make the Grid. Break the Grid.
- Establish a habit of experimentation and iteration. Develop the ability to analyze and critique typographic solutions without personal judgment.
- Demonstrate digital and hand rendering skills — craftsmanship. Pen Tool application of lettering in Adobe Illustrator + digital typesetting InDesign

DESN 348
- Gain experience in content: research, analysis, and creation
- Design for content, in context of: information design, interaction design, and user experience design
- Understand various Research techniques and tools
- Gain an understanding of the field of Information Architecture
- Continue SLOs from DESN 338 Principles of Interaction Design

DESN 350
- Understanding of optics and the mechanics of different types of cameras
- Familiarity with digital camera features, and ability to control image quality
- Ability to control sizing, resolution, color setting, color casts, tonal range, and contrast with digital editing software.
- Ability to create a digital print
- Ability to set up and control lighting (brightness, contrast and color temperature)
- Understanding the relationship between photography, motion, time, and space
- Understanding of meta-data and its relationship to digital imaging.
- Greater understanding of the possibilities of "the photographic"
- Critical grasp of the nature of vision and how it is mediated by the eye/brain and constructed devices

- Appreciation of the dynamics between translating a text to image
- Awareness of the psychological and cultural significance of light and shadow
- Knowledge of several critique strategies and approaches

DESN 355
- Conceive, plan, organize and execute complex motion design projects using principles of space and time
- Learn storytelling through the use of Visual Hierarchy, emphasis, rhythm, and the laws of perceptual organization
- Execute fundamental design principles used in the creation of treatments, storyboards and animations
- Learn how to record and edit basic digital audio and goals
- Export projects to various devices

DESN 363
- Students will become proficient in creating grid-based design systems
- Students will learn to assess and assign value to design
- Students will become competent in creating logically organized design strategies. Designs will incorporate a visual hierarchy, rhythm, flow and continuity in grid-based system
- Students will hone typography skills and type strategies for effective communication
- Students will become proficient with design software and workflow

DESN 366
- Work effectively with peers + instructor in a conceptual problem-solving studio format.
- Develop a complex and cohesive collateral system that integrates conceptual and copywriting skills, effective use illustration/photography, color application, layout and typography.
- Provide documentation of the design process to support concept development. Prepare projects for final output. Build and photograph professional level comps keeping materials and the process of finishing in mind.
- Give written + verbal presentations of design solutions.
- Apply fundamental principles used in complex collateral systems. (Concept generation, Professional Level Comps, Identity System, Balance of Form + Function)
- Develop a system of collateral that communicates effectively to an intended audience.
- Demonstrate knowledge and craft of output methodologies to solve the problems of communicating multilevel information. (Designing with Concept and Purpose, Brand Development--Logo/Lettermark, Packaging and Business/Promotional Collateral, User Interaction)
- Develop process design capabilities. (Thumbnail Development, Color Comprehensives, Illustration/Photographic Solutions--Duotone, Halftone, Tone, B+W and Pre–Final Color Mocks)
- Analyze and evaluate ideas through individual presentation, peer group critiques and class presentations. (Conceptual Critique + Final Presentation)

DESN 368
- Apply Mobile First Responsive Web Design Principles
- Gain an understanding of web design as a profession
- Apply graphic design principles to the web as a medium
- Work with existing, and future web enabled devices
- Develop basic layouts using HTML/CSS

DESN 375
- Student will become proficient in all aspects of video production
- Student will learn motion graphic principles and post production processes
- Student will learn how to message and communicate through motion graphic design
- Student will learn storytelling techniques and strategies

DESN 378
- Continue modern Web Standards based design with HTML5, CSS3
- Apply JavaScript via the jQuery Library & plugins
- Survey modern interfaces and pattern libraries for desktop, tablet, & mobile devices
- Practice a modern interactive design process
- Introduction to web programming concepts

DESN 458
- Practice UX (User Experience) capstone-like projects
- Explore and evaluate various UX Design Tools
- Create a professional UX (User Experience) portfolio
- Develop a UX-specific portfolio: content, design, & delivery
- Apply Principles from DESN 338 UX1 and DESN 348 UX2

DESN 463
- Process: students will have a general framework to follow for design process
- Rhetoric: ability to explain and defend design choices within the context of a given project
- Agency: an exploration of personal agency and personal voice within the context of design
- Creation of presentable design work related to social impact and/or community

DESN 468
- Focus on project-based learning for design and development of web-enabled devices
- Apply modern JavaScript frameworks for User Interface building
- Integration and manipulate external data sources (APIs)
- Introduction to Content Management Systems (CMS)
- Learn foundations of Progressive Web Applications (PWA)

DESN 480
- Study of the Design profession from both the agency, and freelancer perspectives
- Learn business foundations of: incorporation, accounting, taxes, contracts benefits, and intellectual property
- Practice forming and managing an independent business
- Understand the similarities and differences being employed versus self-employment
- Learn professional and personal development skills and habits

DESN 490
- Understand the significance of design research
- Practice visual exploration and reflection in the design process
- Practice human-centered design, design thinking, systems design, and interpretive engagement
- Demonstrate effective teamwork skills
- Demonstrate value of work in oral presentations
- Produce compelling, well written descriptions of design work
- Understand the power of design and community engagement.

DESN 493
- Develop a design portfolio suitable for presentation. Contents of this portfolio will consist of work done in this and other courses. Personal work may and should be included. This course is designed to provide an understanding of what comprises a thorough and comprehensive portfolio appropriate to contemporary practices in graphic and visual communication design. It will emphasize, through assigned projects, the kind of work incorporated in a designer's portfolio, portfolio assembly, presentation skills, and an awareness of client or audience expectations.
- Produce an industry ready design portfolio & resume.
- Present work verbally, visually, and in writing.