

# **IT210T**

## **Visual Design Theory**

### **[Onsite]**

**Course Description:**

The fundamental principles of design and color through creative problem solving exercises are covered in this course. Elements of two dimensional form, Gestalt principles, the working relationship between perceptual design principles and communication concepts in the graphic design context will be examined. Students will also be introduced to basics of typographic design.

**Prerequisite(s) and/or Corequisite(s):**

None.

**Credit hours: 4**

**Contact hours: 60 (36 Theory Hours, 24 Lab Hours)**

## Syllabus: Visual Design Theory

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Instructor: \_\_\_\_\_

Office hours: \_\_\_\_\_

Class hours: \_\_\_\_\_

### Major Instructional Areas

1. Problem Solving with Design Methodology
2. Two-Dimensional Design Forms
3. Gestalt Principles
4. Perceptual Design Principles
5. Visual Communications
6. Typographic Design
7. Portfolio

### Course Objectives

1. Analyze the design process in visual communication.
2. Demonstrate the ability to use graphic programs on the computer to create visuals.
3. Evaluate the use of visual communication theories in graphic design compositions.
4. Utilize two-dimensional design elements.
5. Utilize the principles of color in visual communication.
6. Evaluate the use of color in a graphic design.
7. Discuss the use of typography in a graphic design.
8. Utilize Gestalt theories as they apply to a graphic composition.

9. Use visual communication to give meaning to a graphic design.
10. Apply comprehensive use of the principles of visual communication in the creation of visual designs.
11. Select visual designs to be included in a portfolio.

## SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Utilize a systematic problem-solving process to analyze and solve a problem.
2. Employ computers to acquire, organize, analyze, and communicate information.
3. Apply and adapt new knowledge and skills in both familiar and changing situations.
4. Demonstrate creative thinking processes by generating new ideas or original combination of ideas.

## Course Outline

Note: All graded activities are listed below in the pattern of <Unit Number>.<Assignment Number>. For example, Labs 2.1 refers to the 1st lab activity in Unit 2.

Unit	Activities
1 Introduction to Visual Design/Graphic	<ul style="list-style-type: none"> <li>• Content Covered:               <ul style="list-style-type: none"> <li><i>Visual Design Theory:</i> <ul style="list-style-type: none"> <li>○ Chapter 1, "Introduction to Graphic Design," pp. 2-26</li> <li>○ Chapter 7, Section 5, "Inside the Design Process," pp. 239-</li> </ul> </li> </ul> </li> </ul>

Unit	Activities
Design	<p>240</p> <ul style="list-style-type: none"> <li>• Labs: 1.1, 1.2</li> </ul>
2  Photoshop Essentials	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>:               <ul style="list-style-type: none"> <li>○ Chapter 2, Section 1, “Photoshop and Graphic Design,” pp. 28-31</li> <li>○ Chapter 2, Section 2, “Editing and Organizing Images,” pp. 32-54</li> </ul> </li> <li>• Labs: 2.1</li> <li>• Unit Project: 2.1</li> </ul>
3  Illustrator Essentials	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>:               <ul style="list-style-type: none"> <li>○ Chapter 3, Section 1, “Illustrator and Graphic Design,” pp. 70-74</li> <li>○ Chapter 3, Section 2, “Creating Vector Art,” pp. 74-107</li> </ul> </li> <li>• Labs: 3.1</li> <li>• Unit Project: 3.1</li> </ul>
4  Typography and Color Visual Communication	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>:               <ul style="list-style-type: none"> <li>○ Chapter 10, “Working with Type,” pp. 317-393</li> <li>○ Chapter 11, “Color,” pp. 394-407</li> </ul> </li> <li>• Quizzes: 4.1</li> <li>• Labs: 4.1</li> <li>• Unit Project: 4.1</li> </ul>
5  Digital Imaging	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>:               <ul style="list-style-type: none"> <li>○ Chapter 4, Section 1, “Communicating With Digital Imaging,”</li> </ul> </li> </ul>

Unit	Activities
	<p>pp. 114-118</p> <ul style="list-style-type: none"> <li>○ Chapter 4, Section 2, “Image Retouching,” pp. 119-124</li> <li>○ Chapter 4, Section 3, “Image Correction,” pp. 125-133</li> <li>○ Chapter 4, Section 4, “Abstract Imaging,” pp.133-136</li> <li>○ Chapter 4, Section 5, “Brushes,” pp. 137-141</li> <li>● Labs: 5.1, 5.2</li> <li>● Unit Project: 5.1</li> </ul>
<p>6</p> <p>Digital Illustration</p>	<ul style="list-style-type: none"> <li>● Read from <i>Visual Design Theory</i>: <ul style="list-style-type: none"> <li>○ Chapter 5, Section 1, “Illustration Fundamentals,” pp. 150-154</li> <li>○ Chapter 5, Section 2, “Watching the Clock,” pp. 154-167</li> <li>○ Chapter 5, Section 3: “The Pen Tool,” pp. 167-172</li> <li>○ Chapter 5, Section 4: “Two Objects Interacting,” pp. 172-188</li> </ul> </li> <li>● Labs: 6.1, 6.2</li> <li>● Unit Project: 6.1</li> </ul>
<p>7</p> <p>Poster Design</p>	<ul style="list-style-type: none"> <li>● Read from <i>Visual Design Theory</i>: <ul style="list-style-type: none"> <li>○ Chapter 6, Section 1, “Poster Design Fundamentals,” pp. 198-199</li> <li>○ Chapter 6, Section 2, “Achieving Unity,” pp. 200-205</li> <li>○ Chapter 6, Section 3: “Achieving Balance,” pp. 205-212</li> <li>○ Chapter 6, Section 4: “Creating Rhythm,” pp. 212-215</li> <li>○ Chapter 6, Section 5: “Using Proportion,” pp. 216-218</li> <li>○ Chapter 6, Section 6: “Using Typography,” pp. 219-221</li> </ul> </li> <li>● Quizzes: 7.1</li> </ul>

Unit	Activities
	<ul style="list-style-type: none"> <li>• Labs: 7.1</li> <li>• Unit Project: 7.1</li> </ul>
<p>8</p> <p>Logo Design</p>	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>: <ul style="list-style-type: none"> <li>○ Chapter 7, Section 1, “Logo Design Fundamentals,” pp. 228-232</li> <li>○ Chapter 7, Section 2, “A Short History,” pp. 233-234</li> <li>○ Chapter 7, Section 3, “Early Logos,” pp. 235-236</li> <li>○ Chapter 7, Section 4, “Three Logo Categories,” pp. 237-238</li> <li>○ Chapter 7, Section 5, “Inside the Design Process,” pp. 239-240</li> <li>○ Chapter 7, Section 6, “Tips For Your Design,” pp. 240-245</li> <li>○ Chapter 7, Section 7, “Typographic Techniques,” pp. 245-247</li> </ul> </li> <li>• Labs: 8.1</li> <li>• Unit Project: 8.1</li> </ul>
<p>9</p> <p>Advertising Design</p>	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>: <ul style="list-style-type: none"> <li>○ Chapter 8, Section 1, “Advertising Design Fundamentals,” pp. 258-260</li> <li>○ Chapter 8, Section 2, “Short History of Advertising Design,” pp. 261-265</li> <li>○ Chapter 8, Section 3, “Basics of Effective Ads,” pp. 266-269</li> <li>○ Chapter 8, Section 4, “Organizing Your Message,” pp. 269-270</li> <li>○ Chapter 8, Section 5, “Connotations and Context,” pp. 270-272</li> <li>○ Chapter 8, Section 6, “Tone in Advertising,” pp. 272-277</li> </ul> </li> </ul>

Unit	Activities
	<ul style="list-style-type: none"> <li>• Labs: 9.1</li> <li>• Unit Project: 9.1</li> <li>• Course Project: Start</li> </ul>
10  Magazine Design	<ul style="list-style-type: none"> <li>• Read from <i>Visual Design Theory</i>:               <ul style="list-style-type: none"> <li>○ Chapter 9, Section 1, "Magazine Design Fundamentals," pp. 288-292</li> <li>○ Chapter 9, Section 2, "Using the Grid," pp. 292-300</li> <li>○ Chapter 9, Section 3, "The Art of the Layout," pp. 300-304</li> </ul> </li> <li>• Quizzes: 10.1</li> </ul>
11  Course Review and Course Project	<ul style="list-style-type: none"> <li>• Course Review</li> <li>• Course Project: Submit</li> </ul>

## Instructional Methods

The Visual Design Theory curriculum is designed to encourage a variety of teaching strategies that support the course objectives while fostering higher cognitive skills. Course delivery utilizes an assortment of media and delivery tools in the classroom.

The course is composed of both theory and laboratory components.

The material being taught in Visual Design Theory is fundamental to success in all future studio-based courses within the Multimedia program. It is therefore imperative to come to each class session prepared for the theory portion of the lesson by having read the assigned passages. All quizzes, laboratory projects, and Unit projects must be completed to ensure full comprehension

of the subject matter. A Course Project is also assigned as part of the course work in Visual Design Theory. Ample time will be given to the understanding and completion of the project work in accordance with the schedule provided in the course outline and in the unit plans.

Each lab assignment in Visual Design Theory has been structured to allow you to use the school's laboratory computers to complete the tasks. This should promote sufficient time to understand and practice the requisite skills that will prove beneficial later in the program.

Assignments have been chosen to allow you to explore the design process, graphic software, and basic principles of visual communication.

This course is the first in a series of studio courses within the Multimedia program. You should prepare all projects in this and future courses with an eye toward using the images as part of a portfolio.

## **Instructional Materials and References**

### **Student Textbook Package**

Hill, Will, Louis D. Ocepek, and Sessions.edu Online School of Design. *Visual Design Theory*. Boston: Pearson Custom Publishing, 2007.

*Images for Design Theory Courses CD*

### **Equipment and Tools**

- Paper, pens, and pencils
- Portable drafting boards
- Computer storage media

### **References**

#### **ITT Tech Virtual Library**

Log on to the ITT Tech Virtual Library at <http://www.library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.



### Books

You may click “Books” or use the “Search” function on the home page to find the following books.

- Books> Selected Books on the Web> Jirousek, Charlotte. *Art, Design, and Visual Thinking: An Interactive Textbook, 1995.*
- NetLibrary> Brady, Philip. *Using Type Right: 121 No-nonsense Rules for Working with Type. Lincolnwood, IL: NTC Contemporary, 1993.*
- NetLibrary> Careers, No. 134. *Career as an Advertising Artist: Graphic Designer, Creative Director, Illustrator. Chicago: Institute for Career Research, 2006.*
- NetLibrary> Kurth, Steve. *The Hidden Power of Illustrator CS: Web Graphics Techniques. San Francisco, CA: Sybex Books, 2004.*
- NetLibrary> Lawson, Bryan. *How Designers Think: The Design Process Demystified. Boston, MA: Elsevier, 2005.*
- NetLibrary> Romaniello, Stephen. *Photoshop CS. San Francisco, CA: Sybex Books, 2004.*
- NetLibrary> Sassoon, Rosemary. *Computers and Typography 2. Portland, OR: Intellect Books, 2002.*
- Ebrary> Ghinea, Gheorghita and Sherry Y. Chen. *Digital Multimedia Perception and Design. Hershey, PA: Idea Group Publishing, 2006.*

- Ebrary> Hashimoto, Alan. *Visual Design Fundamentals: A Digital Approach*. Boston, MA: Charles River Media, 2003.
- Ebrary> Honeywill, Paul and Daniel Carpenter. *Digital Magazine Design: With Case Studies*. Portland, OR: Intellect, Ltd., 2005.
- Ebrary> Massironi, Manfredo. *Psychology of Graphic Images: Seeing, Drawing, Communicating*. Mahwah, NJ: Lawrence Erlbaum Assoc., Inc., 2002.
- Ebrary> Smith, Ken, Jr., Sandra Moriarty, Gretchen Barbatsis, and Keith Kenney. *Handbook of Visual Communication: Theory, Methods and Media*. Mahwah, NJ: Lawrence Erlbaum Assoc., Inc., 2004.

### Periodicals

You may click “Periodicals” or use the “Search” function on the home page to find the following periodicals.

ITT Tech Virtual Library>Main Menu>Periodicals

- Animation Artist

<http://animationartist.digitalmedianet.com/>

- Computer Graphics World

<http://www.cgw.com/ME2/Default.asp>

- Digital Web Magazine

<http://www.digital-web.com/>

ITT Tech Virtual Library>Main Menu>Periodicals>Full-Text Electronic Journals

- Afterimage
- Computer Artist

- Design Issues
- Design Quarterly
- Digital Creativity
- HOW

### Reference Resources

You may click “Reference Resources” or use the “Search” function on the home page to find the following reference resources.

ITT Tech Virtual Library>Main Menu>Reference Resources>Arts

- Art History Resources on the Web

<http://witcombe.sbc.edu/ARTHLinks.html>

- Artcyclopedia

<http://www.artcyclopedia.com/>

- ArtLex: A Visual Dictionary of Visual Art

<http://www.artlex.com/>

- Timeline of Art History

<http://www.metmuseum.org/toah/splash.htm>

### Program Links

You may click “Program Links” or use the “Search” function on the home page to find the following program links.

ITT Tech Virtual Library> Main Menu> Program Links> Information Technology - Multimedia (ITM)> Professional Organizations

- Academy of Interactive Arts & Sciences
- ACM SIGGRAPH

- American Institute of Graphic Arts
- Association for Applied Interactive Multimedia
- Association of Computing Machinery
- Association for Multimedia Communications
- Association for Women in Computing
- Association of Information Technology Professionals
- Black Data Processing Associates
- Computer Professionals for Social Responsibility
- IEEE Computer Society
- Information Technology Association of America (ITAA)
- Project Management Institute
- SkillsUSA-VICA
- Women in Technology International (WITI)

### Learning Guides

You may click “Learning Guides” or use the “Search” function on the home page to find the following learning guides.

ITT Tech Virtual Library> Main Menu> Learning Guides

- Planet Photoshop
- Touch Typing

ITT Tech Virtual Library> Main Menu> Learning Guides> Student Research Guides

- Career Portfolios
- Cost of Living

### **Other References**

The following resources can be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy.

### Books

- Kelby, Scott. *Photoshop Classic Effects: The Essential Effects Every User Needs to Know*. Berkley, CA: Peachpit Press, 2004.
- Lewis, Richard L. and James Luciana. *Digital Media: An Introduction*. Upper Saddle River, NJ: Prentice Hall, 2003.
- Ocepek, Louis. *Graphic Design: Vision, Process, Product*. Upper Saddle River, NJ: Prentice Hall, 2003.
- Walther von Alten, Judy. *Adobe Photoshop CS3 Classroom in a Book*. Berkley, CA: Peachpit Press, 2007.
- Wheeler, Susan and Gary Wheeler. *The Visual Design Primer*. Upper Saddle River, NJ: Prentice Hall, 2002.
- Williams, Robin. *The Non-Designer's Type Book*. 2<sup>nd</sup> Edition. Berkley, CA: Peachpit Press, 2005.
- Wong, Wucius. *Principles of Two-Dimensional Form*. New York: Van Nostrand Reinhold, 1988.

### Periodicals

- Before & After

<http://www.bamagazine.com>

- CMYK: Inspiring Visual Communication

<http://www.cmykmag.com>

- Communication Arts

<http://www.commarts.com/CA>

- Design and Publishing

<http://www.graphic-design.com>

- Designer Today

<http://www.designertoday.com>

- Print Magazine: America's Graphic Design Magazine -  
<http://www.printmag.com>

- Smashing Magazine

<http://www.smashingmagazine.com>

#### Websites

- Photoshop Tutorials

<http://www.absolutecross.com/tutorials/photoshop>

- Adobe Design Center

<http://www.adobe.com/designcenter>

- CG Channel

<http://www.cgchannel.com>

- Focus on Computer Graphics

<http://www.cgfocus.com>

- Car Design for Automotive Designers, Engineers, and Enthusiasts

<http://www.carbodydesign.com>

- Adobe Illustrator, Photoshop Tutorials & Lessons

<http://www.khulsey.com/student.html>

- Illustrator Tutorials

<http://www.ndesign-studio.com/resources/tutorials>

- Tutorial Blog

<http://tutorialblog.org/illustrator-tutorials/>

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

## Course Evaluation and Grading

### Evaluation Criteria

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Unit Projects	35
Quizzes	15
Labs	30
Course Project	20
<b>Total</b>	<b>100%</b>

### Grade Conversion Table

The final grades will be calculated from the percentages earned in the course, as follows:

A	90-100%	4.0
B+	85-89%	3.5
B	80-84%	3.0
C+	75-79%	2.5
C	70-74%	2.0

D+	65-69%	1.5
D	60-64%	1.0
F	<60%	0.0

*(End of Syllabus)*