

Semester and Year | ARTC 2376 | 16 Week | Section Number and Synonym

Visual Design for Digital Media

Classroom: XXXXXXX | Day & Time: XXXXXXXXXXX

HOW TO REACH ME

Instructor's Name: XXXXXXXXXXX

Tutoring Hours: XXXXXXXXXXX

Office Location and Number: XXXXXX

Email: XXXXXXXXXXXXX

Phone: XXXXXXXXXXXXX

Course Description

Catalog Description

Advanced instruction in visual design for product and software based experiences. Students will utilize design and user experience (UX) best practices to create layouts from concept to execution including components, icons, graphics, typography, and controls.

Why do you need this course?

This is the course in which you begin to work on professional-level visual design projects. You learn not only advanced application of visual language, but also how to create full systems of design, and how to communicate design intention to developers, stakeholders, and other designers.

All courses offered in the Visual Communication department are workforce courses, and may have some transfer restrictions to other colleges. Students interested in transferring courses to another college should speak with our departmental advisors: Jennifer Jones or their Area of Study advisor.

Course Prerequisites

- UXUI 1371 Visual Design
- ARTC 1375 Typography for Digital Media
- UXUI 1372 User Interface Design 1

Course Objectives

This course will immerse students in the practice of visual problem solving for various digital interfaces. Emphasis will be placed on aesthetics, software product design concepts, information design, design elements & patterns, and design process artifacts.

Student Learning Outcomes

What you'll learn by the end of this course

- How to create graphics, iconography, illustrations and other visual-based research, wireframes and user flows.
- How to design and account for usability, accessibility, various interactive states, and a variety of resolutions for web browsers, mobile devices and other interfaces.
- Persuasive and emotional design techniques
- How to create identity systems and full design systems for digital products
- How to create highly flexible responsive layouts for screen-based media
- How to design for rich interactive data visualization

What you'll learn by the end of the Visual Design discipline

- Tools and Techniques: Students will effectively choose software, methods, and techniques to create deliverables for print and/or digital media.
- Design Process: Students will select the most effective design processes and methods to meet project needs.
- Systems Methods: Students will design systems of reusable elements for digital media following industry-standard methods and practices.
- Critical Thinking: Students will analyze project goals to recommend effective design concepts and platform appropriate solutions to visual communication clients.
- Design Principles: Students will demonstrate proficiency in applying the elements and principles of graphic design.

- Digital Platforms: Students will design platform-appropriate, technically feasible, feature-rich, and accessible digital products.

What you'll learn that will help in the workforce

Secretary's Commission on Achieving Necessary Skills (SCANS): In 1989, the U.S. Department of Labor education jointly surveyed U.S. employers to find out the most important skills and competencies needed by workers. The results of that survey identified SCANS (**S**ecretaries **C**ommission on **A**chieving **N**ecessary **S**kills). These are skills that employers need the most from their workers. SCANS skills are the predictors of success in workplace. The following is a list of SCAN competencies identified in this course

RESOURCES 1.1 Manages Time	INTERPERSONAL 2.3 Serves Clients/Customers 2.5 Negotiates 2.6 Works with Cultural Diversity	INFORMATION 3.1 Acquires and Evaluates Information 3.2 Organizes and Maintains Information 3.3 Uses Computers to Process Information	SYSTEMS 4.1 Understands Systems 4.2 Monitors and Corrects Performance 4.3 Improves and Designs Systems
TECHNOLOGY 5.1 Selects Technology 5.2 Applies Technology to Task 5.3 Maintains and Troubleshoots Technology	BASIC SKILLS 6.1 Reading 6.2 Writing 6.3 Arithmetic 6.4 Mathematics 6.5 Listening 6.6 Speaking	THINKING SKILLS 7.1 Creative Thinking 7.2 Decision Making 7.3 Problem Solving 7.4 Mental Visualization 7.5 Knowing How To Learn 7.6 Reasoning	PERSONAL SKILLS 8.1 Responsibility 8.2 Self-Esteem 8.3 Sociability 8.4 Self-Management 8.5 Integrity/Honesty

For expanded definitions of the above listed SCANS, please go to: austincc.edu/mkt/scans.php

Required Text & Materials

[Edit as needed for your class]

Textbooks

- *Expressive Design Systems* by Yesenia Perez-Cruz, published by A Book Apart, ISBN 978-1-937557-84-3
- Recommended: *Laying the Foundations* by Andrew Couldwell, published by Owl Studios, ISBN 978-0578540030

Online Resources

- BlackBoard
 - Meetings
 - Grading
 - Distribution of materials
 - Calendar
 - Discussion Board
- ACC Google Apps
 - Gmail
 - Drive
 - Calendar
 - Hangouts

Software

- Figma
- Adobe Creative Cloud subscription (\$10 / semester for Arts & Digital Media department majors)

Instructional Methodology

To help you meet course objectives, the teaching methods in this class are based on professional experience and best practices in the area of Visual Design. These methods might include: lecture, demonstration, critiques in group and one-on-one settings, group activities and student presentations. Students are encouraged to prepare for class meetings by reviewing the research materials available in the class Bb site.

Distance Education

[for online or hybrid courses only]

As a hybrid course, you will be expected to complete half of the course work online, and you may be asked to submit work between class sessions. I will notify you of all deadlines.

Students are required to have access to a computer with high speed internet, a microphone, a webcam, and an Adobe Creative Cloud subscription. The class is time and computer intensive, requiring 6 -10 or more hours per week to complete assignments.

Students will use various online tools, including the Blackboard learning management system, for assignment instructions, submitting assignments, and collaboration.

We encourage you to review the ACC Distance Education General Information available at <https://online.austincc.edu/faq/>

Student Technology Support

Students can visit ACCelerator at the Highland Campus as well as Computer Centers around the District to access high-speed internet and computer stations. Hours of operation for these locations are listed below. See COVID-19 protocols to be on campus. Additional details are available at Student Technology Access <https://students.austincc.edu/student-technology-access/>.

Austin Community College provides free, secure drive-up WiFi to students and employees in the parking lots of all campus locations. WiFi can be accessed seven days a week, 7 am to 11 pm. Additional details are available at Student Technology Access <https://students.austincc.edu/student-technology-access/>.

Students who do not have the necessary technology to complete their ACC courses can request to borrow devices from Student Technology Services. Available devices include iPads, webcams, headsets, calculators, etc. Students must be registered for a credit course, Adult Education, or Continuing Education course to be eligible. For more information, including how to request a device, visit Student Technology Access <https://students.austincc.edu/student-technology-access/>.

Student Technology Services offers phone, live-chat, and email-based technical support for students and can provide support on topics such as password resets, accessing or using Blackboard, access to technology, etc. To view hours of operation and ways to request support, visit Student Technology Access <https://students.austincc.edu/student-technology-access/>

How I Grade

Below is a list of assignments and their grade percentages for this course. If any of these projects or grades change, we will notify you of those changes before we continue with the project. Grades will be computed on a 100 point scale. Projects along with attendance, participation and presentation contribute to your final grade for the class.

A=90-100 B=80-89 C=70-79 D=60-69 (not passing) F=59 or below (not passing)

Your final grade in this course will be assessed as follows:

15% Project 1

20% Project 2

25% Project 3

20% Project 4

10% Design Analysis Project

5% Participation

Participation

5% grade for ongoing discussion and participation: students must engage with the instructor, fellow students, and speak knowledgeably/intelligently about projects. You must be prepared by doing the assigned reading and research.

Be prepared to get up and participate in the playback of each assignment on the due date.

Participate in critiques, give specific, intelligent, and relevant feedback.

Assignment Grading Rubric

What is a Rubric? "A rubric is a scoring tool that explicitly represents the performance expectations for an assignment or piece of work. A rubric divides the assigned work into component parts and provides clear descriptions of the characteristics of the work associated with each component, at varying levels of mastery." The rubrics that will be used for grading are built around the Competencies and Learning Objectives listed above. Each of the projects will address a set of skills/objectives.

Course Policies

Attendance and participation — Regular and punctual class and laboratory attendance is expected of all students. If attendance or compliance with other course policies is unsatisfactory, the instructor may withdraw students from the class. If you receive financial aid, your attendance must be certified in order to maintain your financial aid eligibility.

Absences [\[Edit to your preferences\]](#)

If for any reason you're unable to come to class, you will be counted as absent. You are allowed three **(3) absences** with no excuse necessary. After that, an absence may be excused in cases of extreme circumstance or illness, but you must contact me in advance. If you are ill and contagious, I would rather work with you on what you miss than get sick! I will count you absent if you:

- are not in class
- leave the class 30 minutes or more before the class end time
- disappear in the middle of the class for a significant length of time
- get to class 30 minutes or more after the class start time

At your third unexcused absence, I will drop your course grade by a letter grade. Your grade will drop a further letter for each subsequent absence thereafter.

Arriving late [\[Edit to your preferences\]](#)

We will start the class on time. If you are only a few moments late, please enter and go to your desk quietly—there's no need to call out to me to tell me you have arrived. I can see you. If you have a continual pattern of late attendance your grade will be affected.

For every three (3) tardies, you will receive one (1) absence.

Leaving early

If you must leave class early, please make arrangements with me ahead of time, so you'll know what material we'll be covering for the rest of the class period.

Withdrawal Policy - *It is the responsibility of each student to ensure that his or her name is removed from the roll should he or she decide to withdraw from the class. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she should also verify that the withdrawal is submitted before the Final Withdrawal Date. **The Final Withdrawal Date for this semester is XXXXX.** The student is also strongly encouraged to retain their copy of the withdrawal form for their records.*

Students are responsible for understanding the impact that withdrawal from a course may have on their financial aid, veterans' benefits, and international student status. Per state law, students enrolling for the first time in Fall 2007 or later at any public Texas college or university may not withdraw (receive a W) from more than six courses during their undergraduate college education. Some exemptions for good cause could allow a student to withdraw from a course without having it count toward this limit. Students are strongly encouraged to meet with an advisor when making decisions about course selection, course loads, and course withdrawals."

Missed or late work **[Edit to your preferences]**- Assignments are due at the beginning of class periods. If you turn an assignment in after that, your project is late and points will be deducted. I will lower a project one letter grade for each class day that it is late.

Incomplete - *An instructor may award a grade of "I" (Incomplete) if a student was unable to complete all of the objectives for the passing grade in a course. An incomplete grade cannot be carried beyond the established date in the following semester. The completion date is determined by the instructor but may not be later than the final deadline for withdrawal in the subsequent semester.*

If you are unable to complete all of the objectives for the passing grade in a course due to extraordinary circumstances—such as illness or death in the family—We may grant an "incomplete." Generally, to receive a grade of I, you must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent you from completing the course. Finally, these circumstances must have occurred after the deadline to withdraw with a grade of W.

Privacy policy *The Family Educational Rights and Privacy Act protects confidentiality of your educational records. Grades cannot be given over the phone, posted over non ACC e-mail, or through a fellow student.*

Statement on Students with Disabilities - *Each ACC campus offers support services for students with documented disabilities. Students with disabilities who need classroom, academic or other accommodations must request them through Student Accessibility Services & Assistive Technology (SAS). Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of the semester, otherwise the provision of accommodations may be delayed.*

Students who have received approval for accommodations from SAS for this course must provide the instructor with the 'Notice of Approved Accommodations' from SAS before accommodations will be provided. Arrangements for academic accommodations can only be made after the instructor receives the 'Notice of Approved Accommodations' from the student.

Students with approved accommodations are encouraged to submit the 'Notice of Approved Accommodations' to the instructor at the beginning of the semester because a reasonable amount of time

may be needed to prepare and arrange for the accommodations.

Additional information about Students Accessibility Services is available at www.austincc.edu/support-and-services

Artificial Intelligence (AI) – Any use of AI-created content in coursework must include attribution or credit identifying it as such.

Cell phone policy - Please silence your phone during scheduled class times. Please do not check your phone or text during class time; you may check messages during your break.

For more information: [Other College Policies](#)

Student and Instructional Services

ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these services and support systems is available at: austincc.edu/support

Links to many student services and other information can be found at: austincc.edu/current

ACC Learning Labs provide free tutoring services to all ACC students currently enrolled in the course to be tutored. The tutor schedule for each Learning Lab may be found at: austincc.edu/tutor

For help setting up your ACCeID, ACC gmail, or ACC Blackboard, see a Learning Lab Technician at any ACC Learning Lab.

Open Lab

What is Open Lab? When does it take place?

- Open labs are available during various time slots in VisCom classrooms and provide additional practice time for students to work on assignments. Open lab hours and available software listed here: viscom.austincc.edu/lab-info. Please note: not all software is provided in all open labs.
- Tutoring is available in some labs. Please check the schedule for subject and availability.

Sign in and out of the lab.

- Sign in sheets are by the door — please use them each time you come to the lab.

Lab rules:

- Know the Open Lab hours (posted on all classroom doors and website).
- Please bring a flash drive or external hard drive to class so you can save all of your work to it.
Note: *All media are scanned in accordance with ACC policy.*
- Do not view or download inappropriate material. VisCom Tech Support Staff tracks internet use.

Top tips for easier work in the lab:

- Before working on a file, drag it from a flash drive to the desktop.
- If you would like to bring your own fonts for your project, load them into the Universal Type Client. If you need help, ask VisCom Tech Support staff.
- If you need help with the computers, scanners, printers, or flash drives, ask VisCom Tech Support staff.

Using printers and scanners:

- Limit your time with printers and scanners. Take turns.
- For *draft* prints, use black-and-white printers only.
- For *final* prints, you may use the color printer.
- Ask VisCom Tech Support staff if you need to print on any special paper.
- Please do not try to fix paper jams yourself. Contact VisCom Tech Support Staff.

Treat the lab like a learning space:

- Keep food and drink away from the computers.
- Do not plug personal equipment (such as laptops) into Ethernet ports.
- This lab is only for Visual Communication class assignments; please don't use it for other classes, personal, or outside work.
- Since this is an open lab, computers are first-come first-served.
- Be sure to logout before you leave the lab.

Be kind and considerate:

- Silence cell phones and take phone calls in the hallways.
- If you listen to music, use headphones or earbuds.
- If you argue, talk loudly, call people names, refuse to follow faculty and staff requests, or demand exceptions to these rules, you will be asked to leave.

16 Week Calendar

Weeks 1–3**Module One:** Design as Communication Media

- Evaluate messaging and content for client needs
 - Design for communication and persuasion
 - Produce high-quality mockups
-

-
- | | |
|------------------|--|
| Weeks 4–6 | Module 2: Design Project Foundations and Client Identity <ul style="list-style-type: none">• Evaluate the identity needs and design principles of a client• Explore and ideate on design foundations• Create a typographic identity• Create a robust color palette• Create useful design tokens• Explore written tone of voice |
|------------------|--|
-

- | | |
|-------------------|--|
| Weeks 7–11 | Module 3: Create Reusable Components and Patterns for a System <ul style="list-style-type: none">• Execute a complete component design process, including ideation, design, and testing• Design for states and interaction• Evaluate accessibility• Design for contexts and variations• Design for user interactivity |
|-------------------|--|
-

- | | |
|-------------------|---|
| Week 12–16 | Module 4: Build Flexible Responsive Layouts and Grid Systems <ul style="list-style-type: none">• Create reusable layout system• Design for flexibility with variable content• Design a responsive grid• Design for scrolling and an unknown fold• Plan for unknown use cases |
|-------------------|---|
-