

Spring
2025

Design Communication 1
ART 2313

Section: W01
Asynchronous Online Course

Course Description

This course introduces students to the fundamentals of design communication, focusing on how to effectively use elements such as line, shape, color, texture, and typography to create impactful visual solutions. Students will learn to develop creative designs, including posters, logos, and other visual assets, tailored to meet client needs. Through hands-on projects and critical analysis, students will gain a foundation in visual communication strategies and techniques.

Learning Objectives

The goals of this course are to:

- Understand and apply the basic principles of design communication.
- Develop technical skills in creating visual solutions using design fundamentals.
- Create professional-grade designs, including logos, posters, and other client-focused materials.
- Demonstrate the ability to analyze and critique visual communication effectively.
- Develop and utilize technical vocabulary
- Explore strategies for problem-solving in a creative context.

Required Textbooks

None Required

Instructor:

Keith Wall
keith.wall@sulross.edu

Office Hours:

If you have any issues or questions please message Keith Wall on Blackboard or email to arrange a meeting time.

Welcome to Design Communication 1

I am excited to have you join this course, and I look forward to guiding you through the fundamentals of design communication over the next 16 weeks. Whether you are a beginner or have some experience in design, this course will help you develop the skills necessary to create visually engaging and effective graphic content.

What to expect

In this course, you will explore the essential principles of digital design, visual literacy, typography, layout/grid systems, and image creation. You will also gain hands-on experience with industry-standard tools such as Adobe Creative Cloud, which will be integral to completing your assignments and projects.

Course Structure

This is an asynchronous online course, meaning you have the flexibility to complete the weekly assignments and participate in discussions without the obligation of a formal meeting time. However, it is crucial to stay on track with the course schedule to ensure you are building on your skills each week. All course materials, including lectures, readings, assignments, and discussion forums, will be available on Blackboard.

Participation and Engagement

While we do not have scheduled class meetings, active participation is still an essential component of this course. Engaging in discussion forums and peer reviews will not only help you refine your ideas but also allow you to learn from your classmates' perspectives. Your participation will count towards your final grade, so be sure to contribute thoughtfully and regularly.

Communication

My role is to support your learning journey, and I encourage you to reach out with any questions or concerns. I am available via Blackboard or email and will respond to inquiries promptly. Additionally, I offer virtual office hours by appointment, where we can discuss any challenges you might be facing or provide further clarification on assignments.

Supportive Statement

I aim to create a learning environment that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, health concerns, or unexpected life events may impact the conditions necessary for you to succeed. My commitment is to help you meet the learning objectives of this course and demonstrate my dedication to you and the mission of Sul Ross State University. If you feel that your performance in class is being impacted by outside experiences, please don't hesitate to come and talk with me. I want to be a resource for you.

Sketches

As you progress in the class, you will get ideas to work on. It is important that you jot them down on your sketchbook or a piece of paper that is later glued into the sketchbook. The more you sketch, the better thinker you will become. Some assignments or projects will have a required number of sketches that will be expected of you. Make sure to read each assignment for details.

Research

Unless otherwise stated, you are expected to do research for every project: visual research to get ideas and subject/content research to understand your topic. Other types of research may be needed from time to time. For example, if your project uses a special technique, you will need to research that technique, study how others have done it and learn from them. It is important that you learn to offer a sound rationale for your solutions. An artist must be a good thinker and a strategist, therefore, proper documentation and research is critical.

Deadlines

Missing a deadline is strongly discouraged. Students are expected to complete all assigned course work. Failure to turn in even one assignment can be destructive to the grade average. Late assignments are accepted, but they will be deducted by 6 points.

Supplies

- Laptop or desktop computer
- Adobe Creative Cloud
- 1TB portable hard drive
- Sketchbook 8.5"x11"
- Tracing Paper 8.5"x11"
- 3-ring Binder
- Pens, Pencils & Color Pencils
- Digital Drawing Tablet
- Digital Camera

Classroom Climate of Respect

This class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose, and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the Student Handbook and the Undergraduate & Graduate Catalog and for abiding by the University rules and regulations. Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state, and local laws and is expected to familiarize themselves with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students

enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

Sul Ross State University ADA Statement

Sul Ross State University (SRSU) is committed to providing equal access in compliance with the Americans with Disabilities Act of 1973. It is the policy of SRSU to offer reasonable accommodations to students with documented disabilities. Each semester, it is the student's responsibility to initiate a request for accommodations for each class.

Students seeking accessibility or accommodations services must contact:

Mrs. Mary Schwartz Grisham, LPC, Accessibility Services Director

Phone: 432-837-8203

Email: mschwartz@sulross.edu

Ronnie Harris, LPC, Counselor

Phone: 432-837-8203

Email: ronnie.harris@sulross.edu

RGC students can also contact:

Alejandra Valdez

Phone: 830-758-5006

Email: alejandra.valdez@sulross.edu

Our office is located on the first floor of Ferguson Hall, Room 112. Mailing Address: P.O. Box C122, Sul Ross State University, Alpine, Texas, 79832.

Counseling

Sul Ross has partnered with TimelyCare, where all SRSU students have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting TimelyCare/SRSU. The SRSU Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall, Room 112 (Alpine campus), and telehealth Zoom sessions for remote and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website: library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email at srsulibrary@sulross.edu, or by phone at 432-837-8123.

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Grading

Unless otherwise stated, **all assignments are due on Blackboard. All components must be turned in. A minimum of 6 points will be deducted for late assignments.**

The Standard Rule

Meet the standard requirements (follow the instructions and complete the assignment) and earn a C. That is the default grade. To get an A, you must MAKE an A, which means making work above and beyond the standard requirements.

- A 100-90** excellent performance, well above expected achievement, you covered all the bases, you went above and beyond and gave it all
- B 89-80** good, very good performance, above expected achievement, covered most bases, but there may be areas that still need improvement here and there
- C 79-70** so and so performance, you kept things safe, did not go beyond the expected, attention to detail needs improvement, craft and project are so and so, not really all that great
- D 69-60** poor or below expected achievement, project is poorly executed, in other words, you could have done better, much better
- F 59- 0** hmmm... we need to talk

Please note that every project and/or assignment will have its own rubric, based on the assignment's specific objectives and parameters. The following are examples of criteria considered during grading:

- Satisfactory completion of the assignment
- Mastery of skills using required tools, materials, and methods
- Comprehension of the assignment
- Problem solving and analysis
- Conceptual and critical abilities
- Clarity of visual and written communication
- Aesthetic appeal
- Technical and creative skills
- Craftsmanship and professionalism

Grade Distribution

- Projects: 40%
- Participation and Discussion Forums: 30%
- Exercises and Quizzes: 30%

Important Dates

MLK Jr. Holiday

Monday, January 20 (no classes)

Midterm

Monday, March 10

Spring Break

Monday-Friday, March 17-21 (no classes)

Dead Day

Thursday, May 1 (no classes)

Final Exams

Friday, Monday-Wednesday, May 2, 5-7

Final Grades Due

Thursday, May 8