

Course Syllabus

Bethesda University of California

BETHESDA UNIVERSITY MISSION STATEMENT:

Bethesda University of California is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

Course Number and Title: VD402- Visual Communication Design III

Semester: F 2015

Professor: Eun Kyung Cha

Office: # 316

E-mail address/Phone: lesliehello@naver.com / 213-500-3042

Office Hours (Students may meet with their professor by appointment or during the following regularly scheduled office hours):

Day and Time: Place:

Wed (9:00 AM - 12:00 PM)

Room # 316

1. RELATIONSHIP OF COURSE TO BETHESDA UNIVERSITY'S MISSION:

This course teaches students to understand and compare the connection between design and culture. The course provides current, culture design experience via participating in a challenging academic visual-communication competition. The relationship of the course to the university mission is to prepare future designers in the professional careers.

1. COURSE DESCRIPTION:

This unique course offers personal, interactive, and creative approach to teaching design concepts. Students are required to submit three design proposals for each design competition, minimum two international competitions per semester. Students are encouraged to be self-directed, original, functional in design and creative while managing project time

1. COURSE OBJECTIVES (STUDENT LEARNING OUTCOMES) After completing this course, students will have achieved the following:

Student Learning Outcomes

Assignments for Assessment

- | | |
|---|---|
| 1) Students will be able to assess the design project requirement in visual, functional, and artistic aspects | Review of three design concept proposals per competition |
| 2) Students will be able to demonstrate the importance of meeting time requirement | The design project submittal deadline will be met in the student-selected competition |
| 3) Students will be able to orally communicate and present design concepts | Mid-term and final project review |
| 4) Students will be able to represent and exhibit personal works | Project presentation and exhibition |

1. COURSE MATERIALS

- 1) Required texts

- (1) **Essentials of Visual Communication** by Bo Bergstrom
(Laurence King Pub, 2009)
- (1) **Visual Language for Designers: Principles for Creating Graphics that People Understand** by Connie Malamed
(Rockport Publishers, 2011)
- (1) **Information Dashboard Design: The Effective Visual Communication of Data** by Stephen Few
(O'Reilly Media, Incorporated, 2006)

1) Recommended reading:

- (1) **Design For Communication: Conceptual Graphic Design Basics**
By Elizabeth Resnicko (John Wiley&Sons, 2003)
- (1) **Designing Information: Human Factors and Common Sense in Information Design** by Joel Katz (John Wiley & Sons, 2012)

1) Other Resources Helpful for the Course:

- (1) **The Visual Display of Quantitative Information** by Edward R. Tufte
(Graphics Press, 1983)
- (1) **Visual Language, the Hidden Medium of Communication**
By Peter Bonnici (Roto Vision SA, 1999)

1. COURSE REQUIREMENTS AND TIME ESTIMATES (at least 15 hours/credit):

Requirements	Time Estimate
Topic sketches and drawings	12
Six project proposals	6
Concept design reviews	15
Competition project submittal	12
Total Hours	45

1. GRADING INFORMATION:

1) Grading Scale

Letter Grade	Numerical Grade	Grade Points	Quality of Performance
A	95-100	4.0	Outstanding
A-	90-94	3.7	Excellent
B+	87-89	3.3	Good +
B	84-86	3.0	Good
B-	80-83	2.7	Good -
C+	77-79	2.3	Satisfactory +
C	74-76	2.0	Satisfactory
C-	70-73	1.7	Satisfactory -
D+	67-69	1.3	Poor
D	64-66	1.0	Very Poor
D-	60-63	0.7	Extremely Poor
F	59 or lower	0	Failure

1) Grading Rubric

Requirements	Points
Attendance	10
Participation	10
Topic drawing and sketch	10
Presentations	30
Projects	40
Total	100

Test policy: Tests must be taken on the assigned dates. Except in cases of medical emergency, make-up exams are not permitted without prior approval from the instructor.

1. INCOMPLETE POLICY:

All course work is due on the dates assigned. Students who fail to submit assignments on time will be subject to the course's late grading policy. In all other cases and unless otherwise stated by the instructor, all course work is due by 4:00 p.m. on the last day of the semester.

A grade of incomplete will only be awarded to students who cannot physically complete their course work by the last day of the semester due to an avoidable situation such as a serious illness. In such cases, students must provide valid evidence of their condition. After a semester has ended it is no longer possible to request an incomplete. Incompletes will not be granted simply because of poor time management. Students who assume that an incomplete will be issued because they failed to finish their course work by the end of the semester will automatically receive a grade of F. Incompletes must first be approved by the Academic Affairs office. To apply for an incomplete, students must fill out an incomplete-grade-request form and submit it to the office by Jun 13, 2016. After receiving approval from the office, the student must then obtain approval from his or her instructor.

1. ATTENDANCE POLICY: Attendance at BUC is mandatory! Students must regularly attend class and be prepared to participate in class discussions and activities. Be forewarned that three or more unexcused absences will result in an automatic fail, and all students are required to report to the admissions director after a second absence. Arriving late or leaving early every two times equals an absence, and missing one half of a class session will also be considered an absence. Students who are absent are responsible for contacting a classmate to learn of any missed assignments or changes in the course schedule.

1. ACADEMIC INTEGRITY: Plagiarism and cheating are unacceptable. Plagiarism is defined as the use of someone else's ideas, arguments or other original material without acknowledging the source.

1. COURSE PRAYER SUBJECTS:

- 1) Personal prayer requests
- 2) Group prayer requests
- 3) University prayer request

1. COURSE SCHEDULE:

Week	Date	Class Topic	Reading	Assignments
1	Aug/26	Orientation		
2	Sep/2	Market research and oral report		Market research
3	Sep/9	Concept presentation		Concept project layout
4	Sep/16	Identify graphic element for concept		Idea sketch
5	Sep/23	Layout of graphic image with photography		Work with computer on idea sketches
6	Sep/30	Processing with photographic...		Develop idea sketches
7	Oct/7	Processing with photographic image		Develop idea sketches
8	Oct/14	Processing with color		Develop work on computer
9	Oct/21	Mid-term presentation		Display
10	Oct/28	New project concept presentation		Concept project layout
11	Nov/4	Identify graphic element for concept		Idea sketch
12	Nov/11	Layout of graphic image with photography		Work with computer on idea sketches
13	Nov/18	Processing with photographic image		Develop idea sketches
14	Nov/25	Thanksgiving Break		Make portfolio
15	Dec/2	Final editing of layout		Set up exhibition
16	Dec/9	Final presentation		Exhibition