



## ACOM 2511

**Division:** Career and Technical Education

**Department:** Art and Graphic Communications

**Course:** ACOM 2511

**Title:** Design II

**Catalog Description:**

This design course will emphasize problem solving, using the principles of design. Students create solutions to problems involving two dimensional and three dimensional formats, package design, trademarks, and corporate identities.

**General Education Requirements:** N/A

**Semesters Offered:** TBA

**Credit/Time Requirement:** Credit: 3; Lecture: 2; Lab: 3

**Clock/Hour Requirements:** 75

**Offered for Non-Credit:** No

**Prerequisites:** ACOM 1021, ACOM 1111, ACOM 1121

**Corequisites:** None

**Justification:**

This course is approved by the program advisory committee. Similar courses are taught at UVSC (AVC 2510) and CEU (ART 1240).

**Student Learning Outcomes:**

Upon successful completion of this course, students will be able to:

- recognize the nature of the problem
- discover what the problem looks like
- clarify the major goals to solve the problem
- seek alternatives to solving the problem
- choose the most logical solutions first
- put the best solutions into action
- determine the effectiveness of design.

**Content:**

Course objectives will be accomplished by providing students with experience in these subject areas:

- recognition and acceptance of problems
- analysis
- definition
- ideation
- selection
- implementation
- evaluation.

### **General Education Outcomes:**

7) Apply scientific reasoning to a variety of contexts.

Measurement of materials and content is required in most media. The concepts of proportion, scale, and the application of these concepts are required for effective performance in the graphic communications field.

9) Respond with informed sensitivity to an artistic work or experience.

Graphic communications students must become familiar with the standards, styles, and forms in a variety of media. This familiarity will allow them to make informed judgments and critiques regarding their own work and that of other artists.

### **Key Performance Indicators:**

#### **In class:**

- Student progress will be evaluated by instructor evaluations (30%), class critiques (10%), participation (10%), performance evaluations (30%), and portfolio (20%).

#### **Following class:**

- Upon completion of this course, students will demonstrate success in subsequent courses and on customer projects.

### **Representative Text and/or Supplies:**

- Zelanski and Fisher, *Shaping Space*, current edition, Harcourt Brace.
- Instructional materials as directed by instructor

**Optimum Class Size:** 15

**Maximum Class Size:** 25

**Signatures:**

I hereby submit this course syllabus:

---

Jim Puzey, ,

I hereby find this course consistent with the goals and resources of the Art and Graphic Communications Department:

---

, , , Chair

I hereby find this course consistent with the goals and resources of the Career and Technical Education Division:

---

Michael P. Medley, MBA, Assistant Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

---

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

---

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)