I. **Course Description**

Building on the concepts presented in Graphic Design I, this course will examine the connection between visual elements and effective visual communication. Advanced skills of form, line, hierarchy, and grid will be presented and expanded. Individual applications of graphic design will be addressed along with creative solutions applicable to each. Students will explore the creative process and specific uses of design in other forms of media.

II. **Course Objectives**

The student who successfully completes this course will be able to:

<table>
<thead>
<tr>
<th></th>
<th>Institutional Objectives*</th>
<th>Program Objectives*</th>
<th>Course Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apply foundational design concepts of point, line, and plane</td>
<td>2, 5</td>
<td>4D</td>
</tr>
<tr>
<td>2</td>
<td>Design page layout using the grid system and articulate its importance</td>
<td>2, 5</td>
<td>4D</td>
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<tr>
<td>3</td>
<td>Demonstrate the value and design of negative space</td>
<td>2, 5</td>
<td>4D</td>
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<tr>
<td>4</td>
<td>Understand and imitate a historical visual style or trend</td>
<td>2, 5</td>
<td>4D</td>
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<tr>
<td>5</td>
<td>Study and apply ten principles of design</td>
<td>2, 5</td>
<td>4D</td>
</tr>
<tr>
<td>6</td>
<td>Apply graphic design in a ministry setting</td>
<td>2, 5</td>
<td>4D</td>
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*Institutional and Program Objectives are published in the current catalog.
III. Course Requirements

1. Required Textbook
Obtain a copy of the book, *Universal Principles of Design*, second (2010) edition by William Lidwell. Project 2 will require the student to study several design principles from the textbook and complete projects based on these principles. The student must have the textbook in class on March 4, 2015.

2. Assignments
All assignments are to be received by the instructor by 5pm on the day that they are due, or the student will receive a zero for the assignment—no late work will be accepted. The student must submit the assignment in the correct format or the student will receive a zero for the assignment. The course code (MED 222) must be included in the subject line of email submissions. Any digital files submitted must include the student’s name and course code in the filename in the following format: *med222_doe_john.psd*

A. Assignment 1: Point, Line, and Plane
The student is to explore design through basic elements of point, line, and plane to create a design. The purpose of these assignments, unlike the projects, is to demonstrate the featured design principle rather than serve a practical purpose. Experiment and be creative in your work.
*Due February 11, 2015*

B. Assignment 2: Grid-based Layout
The student is to design a page layout based upon strict adherence to a grid system. The number of columns and amount of spacing is up to the student, but the assignment should reflect the principles and techniques discussed in class. The page dimensions are to be 8.5x11,” and the student may use filler “lorem ipsum” text for the body copy.
*Due February 18, 2015*

C. Assignment 3: Negative Space
The student is to use negative space as the primary feature of a design rather than positive space. The negative space is to be accentuated to make it obvious that it is the primary visual feature. Experiment and be creative in your work.
*Due February 25, 2015*

3. Projects
Like assignments, all projects are to be received by the instructor by 5pm on the day that they are due, or the student will receive a zero for the assignment—no late
projects will be accepted. The student must submit the assignment in the correct format or the student will receive a zero for the assignment. The course code (MED 222) must be included in the subject line of email submissions. Any digital files submitted must include the student’s name and course code in the filename in the following format:  med222_doe_john.psd

A. Project 1: Visual Style Project
The student will select one of the historic graphic design styles or trends covered in class and apply them to a new design project. The student may design a poster, brochure, event postcard, or brand identity. It is strongly recommended that the student communicate his choice of both style and format with the instructor and receive approval before beginning this project.
Due April 1, 2015

B. Project 2: Applied Design Principles Project
The student will select ten principles from the class textbook, Universal Principles of Design, and create ten designs in the ministry context based around the selected principles. Both the principle used and the purpose of the design must be stated on the cover page or in the email upon submission. It is strongly recommended to communicate your concepts with the instructor before beginning this project.
Due April 8, 2015

C. Project 3: Ministry Design Project
The student will find a ministry that needs design work. The ministry must be a local church or a ministry of a local church. Students are encouraged to seek out their home church for this project. The student will complete one design from the following list of choices for their selected ministry: a poster, brochure, event postcard, screen graphic, or brand identity. The project must contain real information and fill a real need of the selected ministry. The student must provide the ministry with concept art and incorporate any requested revisions in the final piece.
Due April 22, 2015

IV. Course Grading Factors

Assignments ..........................................................15%
Textbook Check ......................................................2%
Studio Work ............................................................8%
Visual Style Project ..................................................15%
Applied Design Principles Project .....................15%
Ministry Design Project .............................................15%
Exams ........................................................................30%
V. Spiritual and Academic Integrity

Attendance Policy
In your student portal, you are able to track your attendance. You should be checking this weekly. If you miss more than fifteen (15) percent of this class, you will be automatically dropped from the roster and receive an “F” for the course. The amount missed contains the accumulation of tardies, cuts, and any other absences.

Academic Honesty
Cheating, plagiarism, collusion, and any act designed to give an unfair advantage to the student (such as, but not limited to, submitting the same assignment for two courses or providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, exam, or other assignment) is considered cheating and will not be tolerated.

Plagiarism:
Plagiarism is “the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one’s own original work.” Common forms of plagiarism are copying words or ideas and not giving the author credit for them by providing proper reference.

Another author’s specific words must be placed within quotation marks with an appropriate reference given. Another author’s ideas must include an appropriate reference.

VI. Contact Info

I hope you enjoy this course as much as I enjoy teaching it. If you are having problems, questions, or just want to talk, I encourage you to contact me in person, on the phone, or via email. If you need anything, please communicate with me!

1. Email keenan.sultanik@wcbc.edu
2. Twitter @sultanik
3. Office Hours In office every weekday until 5pm
4. Projects emailed to projects@wcbc.media
5. Media Minor Information http://wcbc.media
VII. Bibliography


