Design: Fundamentals for New Media (Printable Book)

An examination of the elements of visual design essential to communication with a focus on 2-D and 3-D organization. Topics include design elements and principles of visual literacy and working with digital technology. Students must have access to a computer and software.

Course Requirements

- Required Reading
  - Fundamentals of Visual Literacy
- Course Information
  - Instructor: Bill Genereux
  - Office: 161 Technology Center
  - Email: billgx@ksu.edu
  - Phone: 785-826-2927

- Required Materials
  - Fundamentals of Visual Literacy

- Textbook Information
  - Title: Fundamentals of Visual Literacy
  - Author: Bill Genereux

- Office Hours
  - TuTh: 3:30 p.m. - 5:15 p.m.

Learning Outcomes

1. Recognize and analyze digital multimedia “texts” with respect to the various elements of visual design.
2. Use each of the various elements of design to create effective visual communication.
3. Discuss the impact of visual design upon society and the need for socially responsible designers.
4. Complete exploring the impact of visual design upon society and the need for socially responsible designers.
5. Complete exploring the impact of visual design upon society and the need for socially responsible designers.
6. Complete exploring the impact of visual design upon society and the need for socially responsible designers.
7. Complete exploring the impact of visual design upon society and the need for socially responsible designers.
8. Complete exploring the impact of visual design upon society and the need for socially responsible designers.
9. Complete exploring the impact of visual design upon society and the need for socially responsible designers.
10. Complete exploring the impact of visual design upon society and the need for socially responsible designers.

Grading

Assignments must be submitted on time. Late work will reduce your final grade. Late work must be submitted within two weeks of the due date and no credit beyond one week.

Grading Scale

- A Complete
- B Complete
- C Complete
- D Complete
- F Complete

Students can normally expect to receive grades and feedback on their work within one week of the due date. Should an assignment remain ungraded after two weeks, that student should contact the instructor to inquire about the assignment.

Attendance

- Required: All courses.
- Recommended: All courses.

Learning Outcomes

1. Students will understand the impact of visual design upon society.
2. Students will analyze digital multimedia “texts” with respect to the various elements of visual design.
3. Students will use each of the various elements of design to create effective visual communication.
4. Students will discuss the need for socially responsible designers.

Assignment Submission

- All assignments must be submitted on time. Late work will reduce your final grade. Late work must be submitted within two weeks of the due date and no credit beyond one week.

Safety

- Students are required to follow all safety procedures and guidelines as outlined in the course syllabus and by the instructor.

Disability Accommodations

- Disability Support Services (DSS) provides reasonable accommodations to qualified students with disabilities. Students are encouraged to contact DSS to discuss their needs and to set up an accommodation plan.

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DON’T CHEAT!

- Academic integrity is expected in all aspects of the course. Cheating will result in a grade of F and may result in removal from the course. The Honor Pledge is implied, whether or not it is stated: “On my honor, I will not violate the Honor Code.” A grade of XF can result from a breach of the Honor Code. The policies and procedures of the Honor System apply to all full-time, part-time, and non-traditional students.

Emergency Preparedness

- The university is committed to providing a safe teaching and learning environment for all students, faculty, and staff. In order to enhance safety in the unlikely case of a campus emergency, students are encouraged to make sure that they know where and how to quickly evacuate the building. Students should also contact Disability Support Services (DSS) to discuss classroom accommodation, access to technology, and any other disability-related needs. Students should contact Disability Support Services at 785-532-5126 or visit their website at www.k-state.edu and click on the Emergency Information button.

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