



Course Number and Title: VSC 281 Project Elective

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

Permission of the Department Chair

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course provides individualized work on a practical field assignment or specified series of assignments that prepare students for entry in the visual communications profession.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform. (CCC 2, 4, 5, 6; PGC AAD 2)
2. Apply the basic elements and principles of design to illustration and/or advertisement design. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5)
3. Develop assignment proposals, and apply project management, copyright and fair use, and teamwork to design projects. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6)
4. Create layouts/campaigns using materials that express issues pertaining to a given creative brief and/or client subject matter. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
5. Prepare and present work-in-progress review to the client. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)
6. Prepare and present a formal concept presentation to the client, and use constructive criticism to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform.
 1. Use the various operational basics of a Macintosh or PC system.
 2. Create and store files in proper areas.
2. Apply the basic elements and principles of design to illustration and/or advertisement design.
 1. Produce images using resolution, image size, and image file format for web and/or print.
 2. Apply design principles, elements, and image composition.
 3. Define key terminology of digital images.
3. Develop assignment proposals, and apply project management, copyright and fair use, and teamwork to design projects.
 1. Interpret the purpose, audience, and audience needs for preparing images that meet design brief requirements.
 2. Communicate design plans with other members of the design team, peers, and clients.
 3. Discuss standard copyright rules for images and image use.
 4. Discuss project management tasks and responsibilities.
 5. Create a review and redesign cycle based on feedback.
4. Create layouts/campaigns using materials that express issues pertaining to a given creative brief and/or client subject matter.
 1. Use a variety of media to solve advertisement design assignments.
5. Prepare and present work-in-progress review to the client.
 1. Produce a sketchbook or electronic media log.
 2. Present the sketchbook or electronic media log to the client.
6. Prepare and present a formal concept presentation to the client, and use constructive criticism to make improvements.
 1. Mount, matte, or otherwise display work for presentation.
 2. Present concept design in a formal critique.
 3. Incorporate constructive criticism to make improvements.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

VSCAASMMD

1. Integrate the principles and elements of design and interactive graphics into cohesive problem solving techniques for interactive/web assignments.
2. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize components of media delivery solutions into cohesive presentations that are technically and conceptually effective.
5. Create or evaluate and select illustrative, photographic, layout, and/or responsive imagery for use in effectively evoking digital/web-based solutions for multiple devices.
6. Integrate professional, ethical, and legal standards into business practice.

VSCAASPHI

1. Integrate principles and elements of design into cohesive problem solving techniques for photographic and video assignments.
2. Critique digital photographic and/ or video images and develop strategies for strengthening their conceptual and technical effectiveness.
3. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
4. Synthesize photographic images and / or video from a variety of sources and formats into cohesive presentations that are technically and conceptually effective.
5. Collaborate with art directors, clients, models, and others to achieve the desired conceptual effect of requested imagery.
6. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.