Undergraduate Course Syllabus

GRA 101: Basic Design and Color Theory

Center: Online

Course Prerequisites

None

Course Description

This course examines the basic elements and principles of design, including balance, emphasis, proportion and rhythm. Students are introduced to visual designing systems that guide the student through the application of computer graphics tools. The basic visual design elements of line, space, texture and color are creatively explored as students complete a series of projects that relate to advertising layout and design and visual merchandising.

Course Outcomes

- Articulate the importance of discerning target audiences for successful delivery of professional design projects
- Implement basic elements and principles of design successfully in visual communication pieces
- Craft simple, coherent visual communication pieces using industry-standard design processes
- Determine the basic complementary and conflicting applications of typography and color theory within different media
- Use appropriate digital imaging software effectively in the design and development of visual communication pieces

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the SNHU Online Bookstore rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

Graphic Design School: The Principles and Practice of Graphic Design

Dabner, Stewart, and Vickress

Sixth Edition

2017

ISBN: 978-1-119-34316-5

Adobe Creative Cloud Subscription

This software is available in the SNHU OnTheHub store.

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	6	46	276
Activities	2	52	104
Journals	3	45	135
Final Project Part I			
Milestone One	1	70	70
Milestone Two	1	75	75
Milestone Three	1	75	75
Final Submission	1	165	165
Final Project Part II			
Final Submission	1	100	100
			Total Course Points: 1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	

Grade	Numerical Equivalent	Points
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the policy page for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Principles and Elements of Design *Graphic Design School,* Part Two, Five: Photoshop 1-1 Discussion: Principles and Elements of Design 1-2 Journal: Choosing a Business Name 1-3 Final Project: Review (Non-graded)
2	Introduction to Photoshop Graphic Design School • Part One, 1: Research and Concepts: Audiences, Markets, and Concepts • Part One, 2: Fundamentals of Composition: Identity and Extended Systems • Part One, 2: Fundamentals of Composition, Photography and Illustration 2-1 Discussion: Share a Photoshop File 2-2 Journal: Design Elements 2-3 Final Project Part I Milestone One: Design Brief
3	Color and Pattern Graphic Design School • Part One, 1: Research and Concepts: Basics of Research • Part One, 1: Research and Concepts: Linear Reasoning/Lateral Thinking • Part One, 1: Research and Concepts: Exploratory Drawing • Part One, 1: Research and Concepts: Theories of Image and Text 3-1 Discussion: Peer Feedback 3-2 Activity: Color Palettes 3-3 Final Project Part I Milestone Two: Color and Photography Selection

Module	Topics and Assignments
4	Typography for Design Graphic Design School - Part One, 3: Fundamentals of Typography: Typography and Meaning - Part One, 3: Fundamentals of Typography: Anatomy of Type - Part One, 3: Fundamentals of Typography: Understanding and Selecting Typefaces - Part One, 3: Fundamentals of Typography: Typographic Emphasis and Hierarchy 4-1 Discussion: Message and Your Business Design 4-2 Activity: Typographic Design
5	Putting Elements and Principles of Design Together Graphic Design School - Part One, 4: Fundamentals of Color: Color Terminology - Part One, 4: Fundamentals of Color: Color Legibility, Contrast, and Harmony - Part One, 4: Fundamentals of Color: Color Associations 5-1 Discussion: Typography Feedback 5-2 Final Project Part I Milestone Three: Font Selection
6	Peer Review Workshop 6-1 Discussion: Peer Review Workshop
7	Final Collage 7-1 Final Project Part I Submission: Multilayered Collage 7-2 Journal: Reflection on Feedback
8	Critique and Review 8-1 Final Project Part II Submission: Reflective Paper 8-2 Discussion: Grand Exhibition (Ungraded, Optional) 8-3 Revise: Final Project (Non-graded)

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is automatically dropped from the course for non-participation. Review the full attendance policy.

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

SNHU Student Handbook

Review the student handbook.

ADA/504 Compliance Statement

In accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008, Southern New Hampshire University does not discriminate on the basis of disability, including intellectual disability, in admission,

treatment, or access to its programs or activities, nor does it discriminate in employment in its programs or activities.

The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. A disability is a condition or impairment that impacts a "major life activity" or "major bodily function."

- **Major life activities** include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working.

- **Major bodily functions** include, but are not limited to, functions of the immune system, normal cell growth, and digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions. Disabilities include physical, medical (including pregnancy), mental health, and learning needs.

At the beginning of each term, or as soon as you become aware of a disability or accessibility concern, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC.

Note that accommodations are not retroactive and that disability accommodations are not provided until acceptable documentation of a disability and its impact is received and an accommodation letter has been processed. If you are unsure whether your condition qualifies as a disability or accessibility concern, please contact the OAC for determination.

Contact Information:
Online Accessibility Center
Phone: 866-305-9430
Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, please visit the Online Accessibility Center website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the Disability and Accessibility Services website.

Academic Honesty Policy
Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic honesty policy.

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

SNHU Withdrawal Policy

Review the full withdrawal policy.

Southern New Hampshire University Policies

More information about SNHU policies can be found on the policy page.

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you would like to withdraw permission for use of your work, please complete the Student Work Sample Survey.