

MASTER COURSE SYLLABUS

<u>BIS</u>	<u>288</u>	<u>Business Computer Graphics</u>	<u>3(3-0) D</u>
Design.	No.	Title	Credit (Mode)

I. Bulletin Description:

Designing, developing, and editing of computer-generated, business-oriented graphics to enhance display of multimedia presentations of documents.

II. Prerequisites:

BIS 221.

III. Rationale for Course Level:

In an information-rich world, it has grown increasingly important to be visually literate: to understand how information is organized, to evaluate the quality of visual information, and to present visual material effectively. This course focuses on helping students understand the importance of visual information and provides opportunities for students to develop skills in creating an assortment of visual displays while gaining competence with a variety of graphic-oriented software applications. Course material emphasizes the design, development, and editing of business-oriented visuals and the fundamentals of document design. The course should be taken as early as possibly so that the student can apply these skills in other business classes where reports are required. The student must have taken at least one computer course, such as BIS 221, or equivalent to be able to work comfortably in a Microsoft Windows environment.

IV. Textbooks and Other Materials To Be Furnished by the Student:

Ciampa, Mark, *Microsoft PhotoDraw2000*, South-Western/Thomson Learning, 2001.

Microsoft Publisher 2002, Prentice Hall, 2002.

Williams, Robin, *The Non-Designers Design Book*, Peachpit Press, 1994.

Other Materials: Minimum of four 3.5" computer disks

V. Special Requirements of the Course:

N/A

VI. General Methodology Used in Teaching the Course:

This is a hands-on lab course emphasizing the use of computers to generate visual information appropriate to targeted audiences and purposes. The instructor provides projects, materials, and demonstrations of new techniques along with an introduction to software applications. The assignments consist of an introduction of basic concepts to develop skills and projects that allow for an application of principles and use of software programs.

VII. Course Objectives:

Students will:

1. Understand what visual literacy is and why it is important, seeing how document design impacts readers, users, and consumers
2. Demonstrate an understanding of visual communication and its importance in business, with an appreciation of how effective communication contributes to good business practices
3. Apply the rhetorical principles needed to communicate a message effectively
4. Examine the purposes, modes, and effect that visual communication has in various forms of discourse, learning the language and principles of visual communication
5. Identify, analyze, and evaluate principles of visual communication and document design in a variety of genres; and apply these principles to create their own documents and visuals for a professional portfolio
6. Utilize the computer and application software to compose and complete assignments.
7. Demonstrate human relations skills through the use of effective listening techniques and interpersonal skills within a group setting (team building).
8. Demonstrate how to meet deadlines and how to manage time by completing all assignments on time and by participating in all class activities.

VIII. Course Outline:

Week	Topic
Week 1	Visual Literacy
Week 2	Elements and Processes of Information and Document Design
Week 3	Perception and Design; Linear and Non-linear Components
Week 4	Bitmapped vs. Vector Objects; PhotoDraw
Week 5	Optical scanning and digitizing; PhotoDraw
Week 6	Icons, Logos and Symbols; PhotoDraw
Week 7	Text fields; Typography
Week 8	Data Displays and Infographics; PowerPoint
Week 9	Pictures: PowerPoint
Week 10	Multimedia; PowerPoint
Week 11	Clip Art, Word Art, OLE, Embedding, Linking
Week 12	Newsletters and brochures; Microsoft Publisher

Week 13	Layout and Design: Microsoft Publisher
Week 14	Printing and the Production Process: Microsoft Publisher
Week 15	Designing for Usability
Week 16	Applied Principles: Presentations/Final Exam

IX. Evaluation

Document Design Journal	15%
Class Participation, In-class assignments/tests	10%
Individual Design Assignments	30%
Portfolio	10%
Group Projects and Presentations	25%
Evaluation by peers	<u>10%</u>
Total	100%

X. Bibliography:

Bevlin, Majorie. *Design Through Discovery, the Elements and Principles: The Elements and Principles*, Thomson, 1997.

Bringhurst, Robert. *The Elements of Typographic Style*, 2nd Edition, Hartley & Marks, 1999.

Clair, Kate, *A Typographic Workbook: A Primer to History, Techniques, and Artistry*, Wiley, 1999.

Edwards, Betty. *The New Drawing on the Right Side of the Brain*, Tarcher/Putnam, 1999.

Felici, James. *The Complete Manual of Typography*, Adobe Press, 2002.

Fraser, Bruce, Fred Bunting & Chris Murphy. *Real World Color Management*, Dimensions, 2003.

Hofstetter, Fred T. *Multimedia Literacy* 3rd Edition, McGraw Hill, 2001.

Horn, Robert E. *Visual Language: Global Communication for the 21st Century*, MacroVU, 1998.

Landa, Robin. *Graphic Design* 2nd Edition, Onword Press/Thomson, 2001.

Landa, Robin & Rose Gonnella. *Visual Workout: Creativity Workbook*, OnWord/Thomson, 2001.

Lehman, Carol M. *Creating Dynamic Multimedia Presentations*, South-Western, 2000.

Lester, Paul Martin. *Visual Communication: Images with Messages* 2nd Edition, Wadsworth/Thomson Learning, 2000.

- Parker, Roger C. *Looking Good in Print: A Guide to Basic Design for Desktop Publishing*, Ventana Press, 1999.
- Kostelnick, Charles & David D. Roberts, *Designing Visual Language*, Allyn & Bacon, 1998.
- Stovall, James Glen. *Infographics*, Allyn & Bacon, 1997.
- Tufte, Edward R. *Envisioning Information*, Graphic Press, 1990.
- Tufte, Edward R. *The Visual Display of Quantitative Information* 2nd Edition, Graphic Press, 2001.
- Tufte, Edward R. *Visual Explanations: Images and Quantities, Evidence and Narrative*, Graphic Press, 1997.
- Vaughan, Tay. *Multimedia: Making it Work* 5th Edition, McGraw-Hill, 2001.
- Wilde, Judith & Richard Wilde. *Visual Literacy*, Watson-Guptill, 2001.
- Williams, Robin. *The Non-Designer's Scan and Print Book*, Peachpit Press, 1999.
- Williams, Robin. *Robin Williams Design Workshop*, Peachpit Press, 2000.

Syllabus Prepared by: Dr. Karl Smart
Name

Signature

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Date