COURSE TITLE: Concept Development

COURSE NUMBER: DSN 220

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Understand and participate effectively in a group using a problem solving process

Learning Outcomes: The student will be able to:

A-1. Organize and present information in a group setting
A-2. Propose reasons and defend them in a group setting
A-3. Identify role and responsibility for team members
A-4. Communicate information in a logical manner

GOAL B: Comprehend and display knowledge of the basics of good design

Learning Outcomes: The student will be able to:

B-1. Use pencils and paper to create visual images for communicating group concepts
B-2. Examine basic elements and principles of design
B-3. Identify and illustrate design in group project
B-4. Recognize the significance of the psychology of color and how it affects advertising, marketing and creating art

GOAL C: Learn to plan, analyze and organize a message within a visual field

Learning Outcomes: The student will be able to:

C-1. Review intent of message with the viewing audience
C-2. Structure the visual field
C-3. Outline characteristics and specification
C-4. Design the visual structure, function and meaning

II. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the

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student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

**External Storage Requirement:**
Students are required to supply their own external storage (i.e., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.