

Course Syllabus

Section 1: Course Information

Format

Eight weeks.

Course ID

DCOM 3523

Course Title

Digital Layout and Design

College

College of Unrestricted Education – Department of Design and Communication

Prerequisites

None

Credit Hours

3

Instructor

See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course provides instruction in the practical skills and theoretical considerations used in the layout and design of various media productions.

Course Overview

In this course, students learn the principles and practices of digital layout and design. They apply the principles of effective design principles, color, and typography to layout projects, including a poster and lookbook, which is the major project of this course. The process of brainstorming, sketching, meeting with clients and getting feedback is also included. The students design a logo using Adobe Illustrator and they use Adobe InDesign to produce the poster and lookbook. Photo edits are made in Adobe Photoshop. This course is a prerequisite for Advanced Digital Imaging, Advanced Illustration, and Advertising Design.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 45.68 (5.71 hours per week).



SEU Mission and Vision Statements

Mission Statement

Equipping students to discover and develop their divine design to serve Christ and the world through Spirit-empowered life, learning, and leadership.

Vision Statement

Southeastern University is anchored by Spirit-empowered education in a Christ-centered, student-focused learning community. Southeastern's global impact is marked by a deep commitment to transforming minds and engaging culture through the integration of faith, learning and service. Each student's divine design is nurtured and unleashed through the investment of faculty and staff, relationships within the community, the rigor of scholarship, diverse learning experiences and the discipline of spiritual formation, which propels students into a lifetime of serving the world in the Spirit of Christ.

In addition to our mission and vision statement, we hold fundamental truths about the Christian faith that include the following:

- The Scriptures are inspired by God and declare His design and plan for mankind.
- There is only one true God who is revealed in three persons: Father, Son and Holy Spirit (commonly known as the Trinity).
- Jesus Christ, as God's son, was both fully human and divine.

We are proud of our affiliation with the Assemblies of God and our Pentecostal tradition. We are also proud to be a welcoming community for students from all Christian backgrounds and denominations. Our campus includes many Baptists, Presbyterians, Methodists, etc., as well as nondenominational students. Everyone shares a strong commitment to knowing Christ and making Him known, and we celebrate our theological similarities while appreciating our differences.

Refer to [Human Sexuality](#) for additional details related to What We Believe.

Title IX Statement

Southeastern University is committed to creating an environment for every student to thrive academically spiritually and socially. An aspect of creating this culture is providing



avenues for students to discuss and report any activity that may compromise this commitment.

Under a federal law known as Title IX, "no person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance" (Title IX of the Education Amendments of 1972).

While students should feel comfortable approaching faculty with issues they may be struggling with or concerns they may be having, students should know that all faculty and staff are required to report certain information about Sexual Misconduct and certain crimes to University administration, in order to help keep the University community safe, and to connect students to all of the resources and reporting options that are available. For example, if you inform faculty or staff (in private or during class discussions) of an incident of Sexual Misconduct, that individual will keep the information as private as possible, but is required to bring it to the attention of the institution's Title IX Office. If a student would like to talk to the Title IX office directly, they can do so by e-mail at smpowell@seu.edu, by phone at 863-667-5236, or in person at Pansler U225. For more information about Title IX reporting options at Southeastern, please go to:

<http://www.seu.edu/titleix>.

If you are struggling with an issue that is traumatic, unusually stressful, or results in disruptive behavior, faculty and staff will likely inform the Care Team. If students would like to reach out directly to the Care Team for assistance, they can do so at the Campus Counseling Center (<http://myseu.seu.edu/services/counseling-health-wellness-services/seu-care-team/>) located in Health Services in Smith Hall, by phone at 863-667-5205, or by e-mail at care@seu.edu.

Course Materials

1. **Textbook:** No text. There will be assigned reading and students will select a book from a list to respond to.
2. **Software/Applications:** Subscription to the Adobe Creative Cloud for some projects in Illustrator, Photoshop, and InDesign. Educational discount available through [Adobe.com](https://adobe.com).

- Students **may** be able to obtain a free version of Adobe Creative Cloud by contacting SEU's IT Department via the Help Desk (helpdesk@seu.edu).

Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

1. Introduction to Digital Layout and Design
2. Logo Design and Identity Design
3. Working with Clients in Design
4. Poster and Environmental Design
5. Graphic Design Theory and Application
6. Color in Layout and Design
7. Typography and Editorial Design
8. Final Exam and Course Conclusion

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Demonstrate knowledge of various theories of design and aesthetics.
2. Be able to connect theory to practice by creating various designs that are aesthetically pleasing and creative.
3. Understand color theory and coordination.
4. Understand typographical design considerations.
5. Demonstrate a proficiency in the required software.



Key Performance Indicators

Students who successfully complete this course will demonstrate their learning through performance-based activities and assessments. Successful students will:

1. Plan, sketch, design, and produce a logo in Adobe Illustrator.
2. Design a poster in Adobe InDesign.
3. Design a lookbook in Adobe InDesign.
4. Critique professional examples of designs and designs of other students.
5. Apply principles of design, color, and typography in these projects.
6. Complete a final exam that measure knowledge of overarching principles and practices of digital layout and design.

Section 2: Course Policies

Grading Scale

The university's general grading scale is provided in the Academic Policies and Procedures section of the [Southeastern University Catalog](#). All online courses use the following scale:

Grade Letter	Grade Percentage
A	94 – 100%
A-	90% to 93%
B+	87% to 89%
B	84% to 86%
B-	80% to 83%
C+	77% to 79%
C	74% to 76%
C-	70% to 73%
D+	67% to 69%
D	64% to 66%
D-	60% to 63%
F	0% to 59%

**Late Work**

Turn work in on time as much as possible. Assignments turned in late are given a 20-point grade deduction each day they are late. Be sure to post in the forums on time, since that is measured with the class participation rubric. If there are extenuating circumstances, contact the professor.

Extra Credit

There is no extra credit in the class.

Class Participation

Students are required to login regularly to the online course. The instructor will monitor student activity and participation through MyFIRE. Students are also required to participate in all class activities such as discussion board posts and responses, chat, or conference sessions and group projects.

Official Email

You are expected to check your SEU webmail account **daily** during the course term. All written correspondence between instructor and student must be handled through the SEU email system.

MyFIRE Use

Please, make it a habit to always check your MyFIRE account as messages; assignments, grades, and other important related materials may be posted. It is the student's responsibility to check grades and notify your instructor if you have questions.

Technical Difficulties

Southeastern University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty that prevents students from completing a time-sensitive activity or assessment, students should report any problems to the instructor and also contact the 24x7 Support Center via the links provided in the below Technical Support section.

Be sure your computer system complies with all [SEU Technical Requirements](#). These requirements are listed within MyFire and a [Browser Checker](#) is provided to ensure the browser you are using is compatible with MyFire.

Technical Support

If you have questions or need assistance, you can reach out to our 24/7 Support Center at [1-888-889-6599](tel:1-888-889-6599) or [click here](#) to submit a support ticket via email. *Note: Email response is within 24 hours. If immediate assistance is required, please contact support via phone/chat.* To chat LIVE! with a Support Representative, [click here](#).

Disability Statement

Southeastern University is committed to the provision of reasonable accommodations for all students with learning and/or physical disabilities, as defined in Section 504 of the Rehabilitation Act of 1973 and with the American with Disabilities Act (ADA) of 1990. This legislation guarantees educational rights for the physically and learning disabled. Students with medical diagnoses that qualify them for accommodations must contact ADA services at (863) 667-5283, or e-mail ADAservices@seu.edu. Once medical documentation is provided and a confidential consultation is completed, the student will then be responsible to provide the director of academic and auxiliary services with a list of his or her current professors and their e-mails.

Contact with the Office of Academic and Auxiliary Services is mandatory for each new semester. For more information, visit the SEU [students with disabilities](#) page on our website.

Academic Honesty

Plagiarism is considered a serious academic offense at Southeastern. It undermines the educational process and, when done intentionally, violates the integrity of the community.

Plagiarism occurs when a writer uses someone else's language, ideas, or other original material without acknowledging its source.

Plagiarism includes unattributed use of any source, in any medium, published or unpublished.

Examples of plagiarism include:

- Quoting or paraphrasing material without attributing it to its source
- Copying segments from the work of others without giving proper credit
- Submitting as original work written entirely by someone else



Widely known facts do not require citation and do not count as plagiarism so long as they are communicated in the writer's own words. Ideas and observations original to the writer also do not require citation.

Work already submitted for a grade in another course may not be resubmitted unless the professor specifically states otherwise.

For more information, visit the SEU [Plagiarism page](#) on our website.

Course Evaluation

In order to help us to assess the effectiveness of our courses and instructors, please complete the course evaluation. **If you receive a course evaluation for this course, you are required to complete it.**

Official Withdrawal

To officially withdrawal from this course you must consult the Registrar's Office for details.

Netiquette

General Rules of Netiquette

- Make your messages easier to read by making your paragraphs short and to the point.
- DO NOT SHOUT BY TYPING IN ALL CAPS.
- Utilize humor in appropriate forms. Avoid hostile, abusive, libelous, or rude comments. No vulgar, sexist, racist, biased, or other objectionable language will be tolerated.
- Reinforce others in the course (e.g., "Good presentation!" or "Thanks for the feedback."). Valid criticism is acceptably expressed in the form of thoughtful alternatives. Do not insult or "flame" others.
- Think twice and send once. The old carpenter adage to measure twice and cut once holds great value here. Once you send something not well-thought out you will find it difficult and time-consuming to recover. Think about what you want the group and the professor to think about you.
- Use spell-check and grammar-check. The little errors commonly accepted in email or text-messaging with friends and family are distracting and inappropriate in a college discussion forum.



- In an online discussion forum, debate is welcome, but be tactful in responding to others. Remember that there's a person (or a whole class) at the receiving end of your post.
- If you quote a previous post (by using the reply function for example), quote only enough to make your own point.
- If you want to get in touch with only one person in the class, send a message to that individual's e-mail address, not to the entire discussion list.

Section 3: Course Schedule

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by week and include the due dates and point values.

Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

Withdraw: The last day to withdraw from this course is the last day of Week 5.

Week 1: XX/XX/XX – XX/XX/XX

Aim

Be sure you read the learning outcomes that your instructor has set for this week and then do your best to accomplish them.

- Analyze various areas of digital layout and design.
- Navigate the Illustrator workspace.
- Produce a design with the shape tools effectively in Illustrator.
- Apply effects in Illustrator.
- Save an illustration in vector format.
- Export an illustration in raster format.

Learn

This section lists all your reading assignments and may include additional resources that your instructor is providing to help you complete the activities and assessments for the week.

- Graphic Design Book Response Instructions
- Also, read the first fourth of your selected graphic design book
- View videos.

Apply

Now you're ready to demonstrate your learning for the week. The items below are those on which you'll be graded this week and may include discussions, activities, assignments, quizzes, exams, and projects.

- Discussion for Week 1
 - Due: Monday, Tuesday
 - Points: Class Participation

Week 2: XX/XX/XX – XX/XX/XX

Aim

- Critique professional logo designs.
- Apply the logo design principles in a critique.
- Brainstorm a logo design idea.
- Sketch a logo design idea.
- Describe logo design techniques in Illustrator.

Learn

- Introduction to Logo Design and Identity Design.
- Logo Design Assignment Instructions.
- Read the next fourth of your graphic design book, so you will have read at least half of the book by the end of this week.
- View videos.

Apply

- Discussion for Week 2
 - Due: Monday, Tuesday
 - Points: Class Participation

Week 3: XX/XX/XX – XX/XX/XX

Aim

- Research the design of a marketplace.
- Report feedback from a client.
- Implement feedback from a client.
- Implement design principles in logo design.
- Produce an effective logo in Illustrator.

Learn

- Logo Design Client Meeting Instructions.
- Read the next fourth of your graphic design book, so three-fourths of it should have been read by the end of this week.
- View videos.

Apply

- Assignment: Logo Design
 - Due: Monday
 - Points: 100
- Discussion for Week 3
 - Due: Monday, Tuesday
 - Points: Class Participation

Week 4: XX/XX/XX – XX/XX/XX

Aim

- Describe design principles in a professional layout of a poster.
- Place and edit text in InDesign.
- Place and adjust images in InDesign.
- Apply design principles in a poster design.
- Produce an effective poster in InDesign.

Learn

- Layout and Design Principles Overview.
- Poster Assignment Instructions.
- Complete reading of your selected graphic design book.
- View videos.

Apply

- Assignment: Poster Design
 - Due: Monday
 - Points: 100
- Discussion for Week 4
 - Due: Monday, Tuesday
 - Points: Class Participation



Week 5: XX/XX/XX – XX/XX/XX**Aim**

- Describe graphic design insights from a selected book.
- Set up master pages in InDesign.
- Edit character formatting in InDesign.
- Edit paragraph formatting in InDesign.
- Adjust text layout in InDesign.

Learn

- Graphic Design Theory - Book Response and Application.
- Lookbook Assignment Instructions.
- View videos.

Apply

- Discussion for Week 5
 - Due: Monday, Tuesday
 - Points: Class Participation
- Assignment: Book Response
 - Due: Monday
 - Points: 100



Week 6: XX/XX/XX – XX/XX/XX**Aim**

- Describe effective color harmony in designs.
- Differentiate between complementary and analogous color schemes.
- Formulate a color scheme for a design.
- Add color swatches to a design.
- Apply color principles in a design.

Learn

- Color in Layout and Design Overview.
- View videos.

Apply

- Discussion for Week 6
 - Due: Monday, Tuesday
 - Points: Class Participation

Week 7: XX/XX/XX – XX/XX/XX

Aim

- Describe effective typography in a design.
- Differentiate between serif and sans serif fonts.
- Export a PDF in InDesign.
- Give meaningful feedback to peers on a design.
- Apply design principles in a critique.

Learn

- Typographic Terms in Layout and Design.

Apply

- Discussion for Week 7
 - Due: Monday, Tuesday
 - Points: Class Participation

Week 8: XX/XX/XX – XX/XX/XX

Aim

- Demonstrate an understanding of the primary design principles.
- Apply design principles in a lookbook.
- Apply effective typography in a lookbook.
- Apply effective color in a lookbook.
- Produce an effective lookbook in PDF format.

Learn

- Final Exam Study Guide.
- View video.

Apply

- Assignment: Lookbook
 - Due: Monday



- Points: 100
- Discussion for Week 8
 - Due: Monday, Tuesday
 - Points: Class Participation
- Final Exam
 - Due: Tuesday
 - Points: 100

Section 4: Assessments

Class Participation

Description

This assessment is to assess how much and to what extent students participated in the class, with an emphasis on meaningful and timely discussion from initial posts and responses on the forums.

Total Possible Points

20

Grade Weight

20%

Logo Design

Description

This logo is designed in Adobe Illustrator, using feedback from a client and initial sketches. Refer to logo design rubric for grading criteria and refer to video lessons on logo design for principles and practices to apply and Adobe Illustrator instruction. Be sure to upload the default Illustrator file, AI, for the graded assignment.

Total Possible Points

100

Grade Weight

10%

Poster Design

Description

This poster is designed in Adobe InDesign and exported as a PDF when uploading for a grade and for peer critique. It is to assess the students' ability to place, edit, and arrange images and some text in a poster design. It also assessed application of effective design principles. Refer to video lessons for instructions on Adobe InDesign and design principles. The practice activity to learn the software and techniques is to design a coffee shop poster, but students find a client to design the poster for the assignment. Refer to poster design rubric for grading criteria.

Total Possible Points

100

Grade Weight

10%

Book Response**Description**

This assignment is to list 50 things learned from the selected book from the list earlier in the course. The idea is to learn those principles, practices, or facts of graphic design and apply those to the designs. The rubric measures to what extent the assignment instructions were followed.

Total Possible Points

100

Grade Weight

10%

Lookbook Design**Description**

The lookbook design is produced with Adobe InDesign and exported as a PDF for grade and feedback. The assignment is used to assess students' ability to place and edit images and text and apply design principles, typographic principles, and color principles to design a lookbook. Refer to video lessons for instructions on Adobe InDesign and these principles. The practice activity to learn the software and techniques is to design a ski resort lookbook, but students find a client to design the poster for the assignment or design the lookbook for Balloons and Beyond if they cannot find a client. Refer to lookbook design rubric for grading criteria.

Total Possible Points

100

Grade Weight

40%

Final Exam**Description**

The final exam is used to assess knowledge of overarching principles and practices of layout and design. There are 50 questions and they are either multiple choice or true or false.



Total Possible Points

100

Grade Weight

10%