

COURSE INFORMATION

COURSE PREFIX/NO: **ARV 281**
COURSE TITLE: **DESIGN II**
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is the study of advanced theories, vocabulary, principles, techniques, media and problem-solving in design.

COURSE COMPETENCIES

Upon successful completion of this course, a student should be competent to perform the following tasks:

Module 1: Branding and Corporate Identity

- Define the logo and establish the foundation for branding.
- Demonstrate several ways to create branding for a product or line of products.
- Describe how corporate or visual identity is used to maintain a product.
- Discuss how to retain a company's image when updating an existing logo.

Modules 2: Posters, Book Jackets, and Packaging

- Demonstrate how a poster integrates concept with type and visual.
- Create a poster illustrating the dual nature of being an art object and visual communicator.
- Create examples of book jackets with unity and consistency.
- Demonstrate how packaging serves both form and function requirements.
- Describe how consumers view most packaging in a store setting or on a computer screen.

Module 3: Advertising Design & Annual Reports

- Describe the difference between various types of advertising.
- Create an advertisement with the four main components required for an ad.
- Demonstrate how to generate ideas for an advertising campaign.
- Describe the purpose of an annual report.
- Identify the components that comprise an annual report.
- Demonstrate the role of a theme in annual report design.

COURSE REQUIREMENTS

All students are responsible for attaining competencies through completion of the following course requirements:

- attend class
- bring required media and text to class
- complete all tests and projects
- complete assigned exercises in class or outside of class
- complete lab assignments and digital portfolio (PowerPoint)
- read assigned material in text or on the internet

ATTENDANCE POLICY

The attendance policy as stated in the *York Technical College Catalog and Handbook* will be enforced. Attendance is required on test days unless the student has a doctor's excuse, death notice, etc., indicating an unusual circumstance for absence. If a student knows that he/she must be absent on a test day, the student should make arrangements with the instructor to take the test before the absence.

ACADEMIC INTEGRITY

The policies stated in the *York Technical College Catalog and Handbook* will be enforced. Any student violating the policy will be subject to academic discipline. Anyone caught cheating will automatically get a grade of zero for the assignment.

EVALUATION STRATEGIES/GRADING PROCEDURE

A minimum grade of C is required for the Digital Design Certificate.

GRADING SCALE

Module 1

Test	5%
Project(s)	15%

Final Project

Project	35%
Presentation	5%

GRADING SCALE

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = Below 60

Module 2

Test	5%
Project(s)	15%

Module 3

Test	5%
Project(s)	15%

ENTRY-LEVEL SKILLS

The student should be familiar with basic computer operation. The student must be able to read and comprehend assigned material.

PREREQUISITES

ARV 121, ARV 210, CGC 278 - Minimum grade of "C"

CO-REQUISITES

None

DISABILITIES STATEMENT

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Office (SRO) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.