COM 229 Course Concept

COM 229: Visual Communication and Design	
Competency Specification Document	https://drive.google.com/open?id=15Lq_erHB-tMi1c52vEXFn2NT-pupk87bNrXljdpadjc

Project	
Project (Overview, Rubric, and Supporting Documentation)	[link]
Project Concept for QA	[link]
Rubric Criteria to Unit Map	[link]

Course-Level Resource Strategy

Selected Learning Resource	Shapiro ProQuest Textbook: Graphic Design: Learn It, Do It Hughes, K. A. (2019). Graphic design : Learn it, do it.
Additional/ Supplementary Resources	**Videos and interactives:** ● Adobe Creative Suite **Tutorials:** ● Adobe Creative Suite tutorials for selected tools* through Hoonit

Module Sketch

COM-30116:   Select and apply appropriate technologies to produce various visual communications

COM-30124:   Create various visual communications informed by the application of basic design principles

COM-30096:   Evaluate the effectiveness of messages on targeted audiences in relation to communication project goals

	Module LOs (these are	Resources (align with LOs)	Formatives (align to LOs)

	student facing and guide LR and formatives)	{Database} resource [LO code] {CC License, as needed}	
Module One: Understanding Project Goals	A. Determine communication project goals based on business requirements [COM-30096] B. Select appropriate communication channels based on messages and target audience metrics [COM-30096] C. Identify measures of effectiveness for a given message [COM-30096] D. *Analyze how brand books/corporate identity standards manuals are created and used*	● Shapiro ProQuest Textbook: <u>Graphic Design: Learn It, Do It</u>, Chapter 4 (Defining the Project) (a-c) ● Lucidpress: <u>Branding Essentials, How to Create a Brand Book</u> (a, d) ● *[UM Libraries Open Textbook] <u>Information Strategies for Communicators</u> (cc-by)(use Contents to find chapter/topic)* *2.1-2.2 Information Strategy Process and the Needs of Communicators (a)* ● [goodwaygroup.com] <u>A Practical Guide to Audience Targeting</u> *(b)* ● *[Forbes.com] <u>How To Measure The Success Of Your Visual Content</u> ©* ● <u>*Defining the Message*</u> *(a-c)* **Supplemental** ● *[nonprofitmarketingguide.com] <u>Measuring your communications effectiveness: 3 concepts to keep in mind</u> (c)* ● [Encyclopedia of Business and Finance] <u>Communication Channels</u> (Shapiro) (b) ● *(LardBucket OER) Marketing Principles, V2: Chapter 5 <u>Market Segmenting, Targeting, and Positioning</u> (b)* ● *[Paper-leaf.com] <u>How to Write an Effective Digital Project Brief</u> (website) (a)* ● *(Lumenlearning.com)<u>Developing a Marketing Campaign and Budget</u> (d)*	**Discussion Board (model requirement, a-c):** introductions and familiarity with Adobe/visual design; possibly ask students to share an example of a visual commu **<u>Milestone One</u>** (select scenario, review materials, draft design brief (with target audience info) Set up for summative project **(a-d)**

| Module Seven: Evaluating Effectiveness

*Project Due | A. Evaluate the effectiveness of visual designs for a target audience [COM-30096]
B. Reflect on completion of communication project goals [COM-30096]
C. Collect and implement actionable feedback to improve communication [COM-30096] | • [alumni.sae.edu] Visual Communication 101: tips on evaluating design (a, c))
• (Group Visual) The Feedback Sandwich (c)
• (robdkelly.com) The Sandwich Method of Feedback (c).
• (Nielsen Norman Group) How to Test Visual Design and accompanying video (a)
• Refer back to Graphic Design: Learn It, Do It Chapter 4 (Defining Project Goals) (b)

Supplemental
• (XD Strategy) Desirability Studies: Measuring Aesthetic Response to Visual Design (a) | **Discussion:** Share logo, magazine layout, and 2 additional designs from project to solicit feedback from peers.

Project Submission: will need to finish project summary and make revisions as needed. |