VC-2541: INDIVIDUAL PROJECTS

Cuyahoga Community College

Viewing: VC-2541 : Individual Projects
Board of Trustees:
February 2019

Academic Term:
Fall 2020

Subject Code
VC - Visual Communication

Course Number:
2541

Title:
Individual Projects

Catalog Description:
Individual projects in visual communication and design in areas relevant to current VC&D industry. Progress and grading determined on individual basis according to criteria mutually agreed upon between student and instructor. May be repeated for up to six credits.

Credit Hour(s):
3

Lecture Hour(s):
1
Lab Hour(s):
4

Requisites

Prerequisite and Corequisite
VC-1431 Vector Graphics; or VCPH-1450 Digital Imaging; or departmental approval.

Outcomes
Course Outcome(s):

Work independently to successfully complete visual communication and design projects, meeting set project goals and parameters within a scheduled time frame.

Objective(s):
1. Develop a concise written proposal and give a verbal project presentation.
2. Define and limit an area of investigation.
3. Demonstrate the ability to work independently on visual communication and design projects.
4. Plan project goals, milestones, and timeline.
5. Develop project prototype, test, and present for peer review.
6. Revise and refine project based on prototype testing and feedback from instructor and peer review.

Course Outcome(s):
Evaluate and critique the effectiveness of a visual communication and design project.

Objective(s):
1. Determine the feasibility and relevance of the project.
2. Determine what changes could be made to improve the overall effectiveness of the project in an ongoing manner.
3. Provide feedback to classmates as part of project peer review.

Methods of Evaluation:
1. Class assignments
2. Written materials
3. Participation in class
4. Portfolio
5. Presentations

Course Content Outline:
Individual Projects offers broad possibilities for the conception and creation of a visual communication & design project of the student's choice based on a submitted and approved written proposal.   Lectures will include examples of projects created by designers from many areas of industry including but not limited to print, interactive, broadcast, animation, 3D game and other media.
1. Define a project proposal
   a. Establish timeline
   b. Milestones
   c. Resources
2. Research & reference
   a. Establish a library
      i. Reference
      ii. Influence
      iii. Technical instruction
   b. Compare references and influences to work
      i. Evaluate work against library
      ii. Revise work
3. Develop proof of concept work
   a. Explore prototype and variations
   b. Experiment with alternate technical solutions
   c. Refine production pipeline
   d. Present proof of concept for peer review
   e. Revise work
4. Develop informed work based on research, experimentation and feedback
5. Present content
   a. Class presentation
   b. Web Presentation
6. Evaluating progress and determining future directions

Resources

Graphic Artists Guild (Various) . *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*. 15th. Graphic Artists Guild; 15 edition, 2018.

Lupton, Ellen. *Design is Storytelling*. Cooper Hewitt, Smithsonian Design Museum, 2017.

Resources Other
1. Website: http://www.aiga.org
2. Website: http://www.designobserver.com/
3. Guest lecturers: visiting professionals displaying their portfolios and discussing portfolio planning.

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