# Undergraduate Course Syllabus

## GRA 420: Advanced Digital Imaging

Center: Online

### Course Prerequisites

GRA 410

### Course Description

This hands-on computer graphics course combines skills from previous design courses to explore the history, process and essential skills required to develop successful brand identity systems. Topics such as logo design, selection of fonts and colors, and the development of branded marketing materials are covered in depth. In addition, the important techniques of imaging software integration and file format compatibilities are discussed and applied while preparing images for print, video and Web. At the conclusion of this course, students will have developed a complete branded identity system and assembled a portfolio presentation for public viewing.

### Course Outcomes

- Develop a comprehensive brand identity package that incorporates the elements and principles of design into print and multimedia components
- Use advanced tools and techniques within industry standard graphics software to compose cohesive visual results through a variety of media pieces
- Critique visual works for their impact and expression of brand identity, effectively using professional design terminology and tone
- Synthesize constructive feedback from peers into the development and delivery of advanced visual works
- Apply professional, ethical, and socioculturally sensitive practices in the design of visual media elements that express artistic identity and background

### Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the SNHU Online Bookstore rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

*The Graphic Designer's Guide to Portfolio Design*
Debbie Rose Myers
John Wiley & Sons
3rd Edition
2014
ISBN: 978-1-118-42814-6

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**Software**

Adobe Creative Cloud Subscription**:** This software is available in the SNHU OnTheHub Store.

**Required Photography Equipment**

Access to a digital camera

**Diversity, Equity, and Inclusion**

As indicated in our core values, SNHU is committed to "embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life."

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the Office of Diversity and Inclusion.

**Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

**Grade Distribution**

| Assignment Category | Number of Graded Items | Point Value per Item | Total Points |
|---|---|---|---|
| Discussions | 2 | 25 | 50 |
| Peer Critiques | 2 | 75 | 150 |
| Final Project 1, Milestone One | 1 | 90 | 90 |
| Blog | 1 | 15 | 15 |
| Digital Résumé Draft | 1 | 45 | 45 |
| Final Project 1, Milestone Two | 1 | 90 | 90 |
| Short Paper | 1 | 55 | 55 |
| Final Project 1, Milestone Three | 1 | 90 | 90 |
| Social Media Selection | 1 | 55 | 55 |
| Final Project 1 | 1 | 200 | 200 |
| Feedback Implementation Log | 1 | 60 | 60 |
| Final Project 2 | 1 | 100 | 100 |
| | | | **Total Course Points:** 1,000 |

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

**University Grading System: Undergraduate**

| Grade | Numerical Equivalent | Points |
|---|---|---|
| A | 93–100 | 4 |
| A- | 90–92 | 3.67 |
| B+ | 87–89 | 3.33 |
| B | 83–86 | 3 |
| B- | 80–82 | 2.67 |
| C+ | 77–79 | 2.33 |
| C | 73–76 | 2 |
| C- | 70–72 | 1.67 |
| D+ | 67–69 | 1.33 |
| D | 60–66 | 1 |
| F | 0–59 | 0 |
| I | Incomplete | |
| IF | Incomplete/Failure * | |
| IP | In Progress (past end of term) | |
| W | Withdrawn | |

* Please refer to the policy page for information on the incomplete grade process.

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**Grading Guides**

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

**Weekly Assignment Schedule**

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

| Module | Topics and Assignments |
|---|---|
| 1 | Personal Branding<br><br>1-1 Discussion: What Is Your Branding Style?<br><br>1-2 Final Project Review |
| 2 | Logo Design<br><br>2-1 Discussion: Ethics and Sociocultural Practices<br><br>2-2 Final Project 1, Milestone One: Logo Design Roughs<br><br>2-3 Blog: Share Your Website URL |
| 3 | Digital Résumé<br><br>*The Graphic Designer's Guide to Portfolio Design,* Chapter 3, pp.31–45<br><br>3-1 Peer Critique: Logo<br><br>3-2 Digital Résumé Draft<br><br>3-3 Begin Work on Milestone Two: Business Card and Letterhead |
| 4 | Print-Ready and Leave-Behind Piece<br><br>*The Graphic Designer's Guide to Portfolio Design*, Chapter 3, pp. 45–54, and Chapter 15<br><br>4-1 Final Project 1, Milestone Two: Business Card and Letterhead<br><br>4-2 Short Paper: Leave-Behind Piece |
| 5 | Polishing the Leave-Behind Piece<br><br>*The Graphic Designer's Guide to Portfolio Design*, Chapters 5 and 6<br><br>5-1 Checkpoint: Websites (Optional)<br><br>5-2 Final Project 1, Milestone Three: Rough of Leave-Behind Piece<br><br>5-3 Continue Work and Incorporating Feedback |
| 6 | Social Media Presence<br><br>*The Graphic Designer's Guide to Portfolio Design*, Chapter 14<br><br>6-1 Peer Critique: Leave-Behind Rough, Business Card, and Letterhead<br><br>6-2 Social Media Selection<br><br>6-3 Continue Work on Branding Suite |
| 7 | Bringing the Branding Suite Together<br><br>*The Graphic Designer's Guide to Portfolio Design,* Chapter 11<br><br>7-1 Final Project 1: Branding Suite<br><br>7-2 Feedback Implementation Log<br><br>7-3 Portfolio Website: Link Submission |

| Module | Topics and Assignments |
|--------|------------------------|
| 8 | Final Reflection |
|   | 8-1 Final Project 2: Robust Peer Critique |

**Attendance Policy**

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the full attendance policy.

**Late Assignments Policy**

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

**SNHU Student Handbook**

Review the student handbook.

**ADA/504 Compliance Statement**

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the Online Accessibility Center (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the Disability and Accessibility Services website.

**Academic Integrity Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic integrity policy.

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**Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

**SNHU Withdrawal Policy**

Review the full withdrawal policy.

**Southern New Hampshire University Policies**

More information about SNHU policies can be found on the policy page.