



## Designing Your Blended Course: Blended Module Planning Worksheet

**Course Title: COM270B Advanced Document Design**

**Module Title: Introduction and Four Principles of Design**

Use this worksheet to plan one module (or unit, week, chapter, etc.) of your blended course.

<p><b>Module Overview and Introduction</b> General Standard 1</p>	<p>This module outlines the four basic principles of design. The readings in this module will describe how successfully using these principles will improve clarity in the design of the document and demonstrate the consequences of a document failing to execute one or more of the four principles.</p>	
<p><b>Module Objectives or Competencies (include at least one course-level objective or competency and at least two associated module-level objective or competency)</b> General Standard 2</p>	<p>Course-Level Objective or Competency:</p> <ol style="list-style-type: none"> <li>1. Describe, identify, and apply the four principles of design: proximity, alignment, repetition, and contrast</li> <li>2. Explain the importance of a company’s visual identity and describe the contents of a style guide</li> <li>3. Create professional-quality business documents using Microsoft Publisher and Adobe InDesign based on four principles of design</li> <li>4. Design document types relevant for business, including business cards, Letterhead and Envelopes</li> </ol>	<p>Online / F2F / <b>Both</b></p>
	<p>Module-Level Objective or Competency:</p>	<p>Online / F2F / <b>Both</b></p>

	<ol style="list-style-type: none"> <li>1. Define the four principles of design: proximity, alignment, repetition, and contrast</li> <li>2. Identify the execution of the four principles of design in a document and explain how their successful use improves clarity</li> <li>3. Identify the areas where a document fails to execute one or more of the four principles of design and explain how this failure reduces clarity</li> <li>4. Improve the clarity of a document's existing layout by applying one or more of the four principles of design</li> <li>5. Use Microsoft Word to design professional looking documents</li> <li>6. Design a clear and attractive business card, letterhead and envelope</li> <li>7. Define what is meant by a company's "visual identity" and explain what kind of information is found in style guidelines</li> </ol>	
<p><b>Module Instructional Materials</b> General Standard 4</p>	<ol style="list-style-type: none"> <li>1. E-TextBook: The Non-Designer's Design Book, 4th Edition. Robin Williams. Published Nov 19, 2014 by Peachpit Press. ISBN-10: 0-13-396615-1.</li> <li>2. Online newspaper articles</li> <li>3. Articles from the Brighton Online Library Database,</li> <li>4. Online Lecture Slide presentations</li> <li>5. Online video lecture via Canvas Conference</li> </ol>	<p>Online / F2F / Both</p>

	<p>6. Open Educational Resources (OER).</p> <ol style="list-style-type: none"> <li>1. Textbook: The Non-Designer's Design Book, 4th Edition. Robin Williams. Published Nov 19, 2014 by Peachpit Press. ISBN-10: 0-13-396615-1.</li> <li>2. Lecture slide presentations</li> <li>3. Online Video Courses <a href="https://www.lynda.com">https://www.lynda.com</a> (for software tutorial only)</li> <li>4. Open educational resources (OER) Handouts.</li> </ol>	<p>Online / F2F / Both</p>
<p><b>Module Activities and Learner Interaction</b> General Standard 5</p>	<p>1. <i>Learner-content:</i> Students are assigned readings from the e-textbook, online newspaper article, and online resources. Also, their online assignment and quiz can learn content interaction as well.</p>	<p>Online / F2F / Both</p>
	<p>2. <i>Learner Instructor:</i> Instructor will help each group develop their project during in class discussion. After students submit their individual assignments, the instructor will give them feedback.</p>	<p>Online / F2F / Both</p>
	<p>3. <i>Learner - Learner Interaction:</i> Students will discuss with each other through online discussion forum. They will help each other to solve the learning problem online. Also, students will work with a team to develop their</p>	<p>Online / F2F / Both</p>

	team group project. Students will discuss, share, and help each other through their group project.	
<b>Module Tools</b> General Standard 6	1. eTextbook, Discussion board, Canvas conference, and Blogs	Online / F2F / Both
	2. Computers (laptops and tablets), Design Software, iClickers	Online / F2F / Both
<b>Module Assessment and Measurement</b> General Standard 3	1. <i>Module Assignment:</i> it will help students practice and demonstrate their proficiency from both online and in-class section. Students were asked to create a business card, letterhead, and envelope for a company by using the 4 design principles they learned from both online and In-class section. Later on, the instructor will review student's individual assignment in the class. Students will discuss on each other work.	Online / F2F / Both
	2. <i>Module Quiz:</i> This test will evaluate them knowledge of and about the learning objectives from Module 1. They will answer multiple choice questions, worth 1 point each. Once they start, they will have 20 minutes to complete the exam. they will have one attempt to submit the exam. The instructor will review Quiz answers in the class.	Online / F2F / Both
	3.	Online / F2F / Both

	<p><i>Group Project:</i> is more applied, students will demonstrate their own understanding of the principles they have learned from each Module. They bring their own knowledge to the group and discuss in the group. The group discussion can help students to exam their own learning process.</p>	
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