

## ONLINE: INTRODUCTION AND LEARNING OBJECTIVES

### CHAPTER 8 Learning Objectives and Online Assignments

<b>MODULE 1 PRINCIPLE</b>	<b>Letterhead &amp; Envelopes Business Cards</b>	<ul style="list-style-type: none"> <li>➤ Online Lesson (Includes discussion)</li> <li>➤ Assignment 1</li> </ul>
<b>MODULE 2 COLOR</b>	<b>Brochure Postcards</b>	<ul style="list-style-type: none"> <li>➤ Online Lesson (Includes discussion)</li> <li>➤ Assignment 2</li> </ul>
<b>MODULE 3 TYPE</b>	<b>Newsletter Flyer</b>	<ul style="list-style-type: none"> <li>➤ Online Lesson (Includes discussion)</li> <li>➤ Assignment 3</li> </ul>
<b>MODULE 4 WRAP UP</b>	<b>Advertising Resume</b>	<ul style="list-style-type: none"> <li>➤ Online Lesson (Includes discussion)</li> <li>➤ Assignment 3 Online Discussion</li> </ul>

### CHAPTER 1 – 15 Introduction & Learning Objectives

<b>MODULE 1 INTRO FOUR PRINCIPLES</b>	<p><b>CHAPTER 1 TO CHAPTER 5</b></p> <p><b>INTRODUCTION &amp; LEARNING OBJECTIVES</b></p> <p style="text-align: right;">“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose “ - Charles Earnes</p> <p>The chapter 1 explains the four basic principles in general and following chapters (2 - 5) will be introduced the four basic principles of design in details. The chapters 2 to 5 will describe how the successful of using four principles improve clarity in the design of document. On the other hand, the chapters (2-5) identify where a document fails to execute one or more of the four principles.</p> <p><b><u>Learning Objectives for MODULE 1:</u></b></p> <ul style="list-style-type: none"> <li>• Chapter 1: General Introduction of four principles of design</li> <li>• Chapter 2: Proximity (The basic purpose, how to get it, what to avoid)</li> <li>• Chapter 3: Alignment (The basic purpose, how to get it, what to avoid)</li> <li>• Chapter 4: Repetition (The basic purpose, how to get it, what to avoid)</li> <li>• Chapter 5: Contrast (The basic purpose, how to get it, what to avoid)</li> </ul> <p><b>This module supports the following <u>Course Learning Outcome(s)</u>:</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> </ol>
---	--

	<p>4. Improve the clarity of a document’s existing layout by applying one or more of the four principles of design</p>
	<p><b>CHAPTER 7 DESIGN WITH COLOR</b></p> <p><b>INSTRODUCTION &amp; LEARNING OBJECTIVES</b></p> <p style="text-align: right;">“All colors are the friends of their neighbours and tr lovers of their opposites.” - Marc Chagall</p> <p>This chapter explains the reason why the color wheel is a useful design tool for building business applications. This chapter introduces the basic color theory by providing a brief explanation of the color wheel and how to use it for a design project. The chapter introduces the color models and the differentiate between CMYK and RGB. Also, this chapter advises how to choose colors for different types of business projects.</p> <p><b><u>Learning Objectives for MODULE 2:</u></b></p> <ul style="list-style-type: none"> <li>• Describe the concept of color relationships</li> <li>• Explain the use of shades and tints in the attractive design</li> <li>• Identify warm and cool colors</li> <li>• Explain the difference between CMYK vs RGB colour</li> <li>• Explain the difference between Print vs Web color models</li> </ul> <p><b><u>This module supports the following Course Learning Outcome(s):</u></b></p> <ol style="list-style-type: none"> <li>1. Explain the basic relationships between colors</li> <li>2. Use the shades and tints in students’ own attractive design</li> <li>3. Demonstrate effective use of colors in the attractive design</li> </ol>
<p><b>MODULE 3 DESIGN TYPE</b></p>	<p><b>CHAPTER 9, 10, 11, 12 DESIGN TYPE</b></p> <p><b>INSTRODUCTION &amp; LEARNING OBJECTIVES</b></p> <p style="text-align: right;">“Typography endows human language with visual form” - Robin Williams</p> <p>The typography is one of the main tools for designers to communicate their ideas. In chapter 9, it provides some essential typographic rules that need to be followed during the process of design. Chapter 10 describes how to establish the dynamic relationship with different elements on the paper. Also, it shows how typefaces work together and which typefaces work together effectively. The chapter 11 groups different typefaces into six categories and discusses the similarities and differences between them. In the following chapter 12 focuses on the topic of combining those different typefaces.</p>

	<p><b><u>Learning Objectives for MODULE 3:</u></b></p> <ul style="list-style-type: none"> <li>• Chapter 9: The Essentials of Typography (Demonstrate typographic practices in business documents on the following topics: One space after punctuation, quotation marks, apostrophes, dashes, special characters, accent marks, capitals, underlining, kerning, miscellaneous, windows and orphans)</li> <li>• Chapter 10: Type &amp; Life (Describe concordant, conflicting, and contrasting relationship)</li> <li>• Chapter 11: Categories of Type (Differentiate between categories of type, including: Oldstyle, Modern, slab serif, sans serif, script, and decorative)</li> <li>• Chapter 12: Type Contrasts (Describe the different type of contrasts (Such as Size, weight, structure, form, direction, and color) and how to use them to combine typefaces for maximum effect)</li> </ul> <p><b><u>This module supports the following Course Learning Outcome(s):</u></b></p> <ol style="list-style-type: none"> <li>1. Recognize three different relationships on the page, such as concordant, conflicting, and contrasting</li> <li>2. Know more details of different letterforms</li> <li>3. Recognize different categories of typefaces</li> <li>4. Demonstrate effective combine typefaces in an attractive design</li> <li>5. Combine the contrasts in your own attractive design</li> </ol>
<p><b>MODULE 4</b></p>	<p><b>CHAPTER 13, 14, 15 WRAP-UP</b></p> <p><b>INTRODUCTION &amp; LEARNING OBJECTIVES</b></p> <p>The final three chapters 13,14,15 are wrap up for the whole book. Chapter 13 summarizes the whole design process where to begin and when to redesign. Chapter 14 provides some professional designer suggestions. There are more than three hundred fonts in the book, author in chapter 15 list them all.</p> <p><b><u>Learning Objectives for MODULE 4:</u></b></p> <ul style="list-style-type: none"> <li>• Chapter 13: Does it make sense?</li> <li>• Chapter 14: Answer &amp; Suggestions</li> <li>• Chapter 15: Typefaces in this book</li> </ul> <p><b><u>This module supports the following Course Learning Outcome(s):</u></b></p> <ol style="list-style-type: none"> <li>1. Design a clear and attractive business application</li> <li>2. Redesign a variety of different types of documents to improve clarity and attractiveness</li> </ol>