SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
IMD 111S PRINCIPLES OF INTERACTIVE DESIGN
2 CREDIT HOURS

COURSE DESCRIPTION
Principles of interactive media design with an emphasis on design basics, typography basics, the design process, concept generation, visualization, color, composition, and proportional systems. Branding, visual identity, advertising, and package design are also explored. Includes an introduction to web design, mobile design, and motion design. Prerequisite or Co-requisite: CIS 100S or CIS 110S. Lab fee.

COURSE GOALS
The student will:

Bloom's Level		Program Outcomes
1	1. Identify the four basic principles of design and how they are applied to different media.	4, 5
2	2. Describe the basic elements of design, typography, and imagery.	1, 2, 5
2	3. Describe the five-phase model of the design process.	1, 2
2	4. Explain the essential principles of branding, visual identity, and advertising.	1, 2, 7
2	5. Discuss the purpose and value of an electronic portfolio.	1, 2, 9
2	6. Discuss the importance of ethics in various interactive media industries.	1, 2, 3

CORE VALUES
The Core Values are a set of principles that guide Edison State in creating its educational programs and environment. They will be reflected in every aspect of the College. Students' educational experiences will incorporate the Core Values at all levels, so that a student who completes a degree program at Edison State will not only have been introduced to each value, but will have had them reinforced and refined at every opportunity.

TOPIC OUTLINE
1. Introduction: The Graphic Design Profession
2. Graphic Design Basics
3. Typography
4. The Design Process
5. Concept Generation and Creativity
6. Visualization, Icons, and Color
7. Composition
8. Proportional Systems, the Grid, and Brochure Design
9. Posters
10. Book Covers
11. Branding and Visual Identity
12. Advertising
13. Web, Mobile, and Motion Design
14. Package Design
15. Electronic Portfolios