PROJECT MANAGEMENT CONCEPTUAL DESIGN PROCESS
Course Syllabus

Course Number: VA-0487  OHLAP Credit: No
OCAS Code: None
Course Length: 90 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Visual Arts
Career Major(s): Visual Graphic Design

Pre-requisite(s):
Course Description: Student will create a solution to a design problem, work with a design brief, become skilled at concept generation, critique work, and keep an idea or source book.

Textbooks:

Course Objectives:

A. Demonstrate Communication Skills.
   1. Apply personal presentation skills.
   2. Apply knowledge of verbal skills.
   3. Apply knowledge of listening skills.
   4. Apply knowledge of writing skills.
   5. Apply ability to accept and/or give constructive criticism.
   6. Apply ability to direct peripheral personnel.
   7. Exhibit ability to work in groups.

   1. Maintain equipment.
   2. Apply ability to work safely and accurately with equipment and materials.

C. Complete Administrative Requirements for Enrollment.
   1. Complete forms pertaining to enrollment.
   2. Discuss district, campus, and class policies and procedures.
   3. Discuss grading criteria.

D. Complete an Introduction to the Visual Design Industry.
   1. Discuss the history of the visual design industry.
   2. Discuss some of the present and future trends in the industry.
   3. Compare career opportunities available in the visual design industry.
   4. Discuss additional training available.
5. Discuss what interested you in this industry.

E. Practice Safety Techniques and Procedures Related to Advertising Design.
1. Discuss hazards related to Advertising Design.
2. Discuss the role of OSHA and EPA.
3. Identify parts and terms of a MSDS sheet.
4. Locate MSDS sheets in the classroom and job site.
5. Discuss types and locations of fire extinguishers.
6. Demonstrate ability to work safely and accurately with equipment and materials.

F. Participate in Career and Technology Student Organization (CTSO)/Skills USA.
1. Discuss the purpose of a CTSO organization/Skills USA.
2. Form a CTSO organization/Skills USA.
3. Participate in CTSO meetings.
4. List characteristics and responsibilities of leaders and effective group members.
5. Participate in CTSO activities.
6. Discuss citizenship.
7. Participate in a service project.

G. Understand Work Flow.
1. Understand design.
   a. Evaluate client goals and objectives.
   b. Demonstrate ability to apply client’s specifications.
   c. Apply appropriate marketing and research information.
2. Demonstrate production.
   a. Apply knowledge of production terminology.
   b. Apply understanding of steps to produce camera-ready art.
   c. Analyze comprehensive to determine procedures needed.
   d. Organize, prepare, and produce electronic camera-ready art.
3. Demonstrate reproduction.
   a. Apply knowledge of reproduction job flow.
   b. Apply knowledge of terminology.
   c. Proof reproduction process.
4. Explain agency functions.
   a. Apply understanding of job flow.
   b. Apply understanding of duties.

H. Demonstrate Project Management
1. Communicate with clients, production artists, printers, or other key personnel.
2. Research project requirements.
3. Develop a plan for completing the project.
4. Identify and organize project materials.
5. Create unconventional solutions to traditional design problems.
6. Observe, select, and utilize a variety of ideas and subject matter in creating original works of art.
7. Create original two-and three-dimensional works of art from observation, memory and imagination using a variety of art media.
8. Demonstrate problem solving ability.
9. Evaluate and refine ideas.
10. Complete the project.
11. Demonstrate thoughtfulness and care in completion of artwork.
12. Demonstrate safe and proper use, care, and storage of media, materials, and
I. Prepare a Document for Prepress and Printing.
1. Prepare graphics and text for print.
2. Demonstrate the proper procedures for printing a proof.
3. Perform printing and separation functions.
4. Create crop marks.
5. Create bleeds.
6. Save for service bureau.
7. Export documents as PDFs.
8. Reproduce flyers, brochures, and other materials for print.
9. Reproduce forms and technical tabulated documents.
10. Determine what surface works best for an application.
11. Identify surfaces by color, common size, weight, number, and finish.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.