

IMD-131S-801FS Introduction to Graphic Design

Edison State Community College – Fall 2026

Section/Term:	IMD-131S-801FS
Class Meeting Time:	Online
Location:	Online
Required items:	• Graphic Design Solutions, Author: Robin Landa, Edition: 6th, ISBN: 978-1337554053 • Adobe Design Collection Revealed, Author: Chris Botello, Edition: 2nd, ISBN: 978-0-357-92577- 5 • Adobe Creative Cloud Subscription (including Photoshop, Illustrator, and InDesign)
Faculty:	Christina Brownlee
Credentials:	MBA, Urbana University, 2013 BA, Hamline University, 2010 25-year career in Graphic Design & Marketing
E-mail:	cbrownlee@edisonohio.edu
Faculty Contact:	If you have questions or concerns, please contact me via email with your course and section number in the email (IMD-131S-801FS) using your Edison State email. We can set up online or in person meetings to help you succeed. I do not like to leave students waiting. I am extremely responsive, so if you do not hear from me within 24 hours, please Reply All to your sent email to follow up. We do not use Blackboard messages in this course.

YOUR RESPONSIBILITIES

As a student enrolled in this course at Edison State Community College, it is your responsibility to be fully informed about the expectations of this course, college policies that are applicable to you, and the college resources that are available to you. To get acquainted with these responsibilities, you must review the following information contained in this course. Once you are finished, you must complete the Introduction Quiz to affirm that you understand these expectations, policies, and resources. You will not be able to see any course content until you pass the Introduction Quiz. If you have any questions, please contact me for clarification.

CIS/IMD PROGRAM HARDWARE RECOMMENDATIONS

Throughout your time in either the CIS or IMD programs, you may need to acquire new hardware. Below are the recommended hardware requirements program-wide for both CIS and IMD:

- Manufacturer: Dell or HP (for PCs); Apple (for Mac)
- Operating System: Windows or Mac (Chrome OS will work for either program)
- CPU: at least a quad-core processor
- Memory: at least 8GB (for IMD) or 16GB (for CIS)
- Storage: at least 256GB

Please note that these are only minimums, and additional CPU, memory, or storage capacity is always better and should be obtained if possible. Additionally, it is recommended that CIS students obtain a PC and IMD students obtain a Mac. This is not a requirement by any means, but PCs work better in the IT support industry and Macs in the interactive media industry. If you have a personal preference, then feel free to stick with it. There can be a steep learning curve for Macs if you are unfamiliar with them.

COURSE DESCRIPTION

Introduction to graphic design concepts and applications with 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. Students will also learn basic skills with graphic design applications, including photo editing, vector graphics, and electronic publishing software. Prerequisite or Co-requisite: CIS 100S or CIS 110S.

COURSE GOALS

Bloom's Level		Program Outcomes
2	1. Describe the elements of design, design principles, the stages of design, typography, and imagery.	6
2	2. Describe the five-phase model of the design process.	6
2	3. Explain the essential principles of branding, visual identity, and advertising.	6
3	4. Use photo editing software to adjust, manipulate, and/or color-correct images.	7
5	5. Design and create computer-generated graphics using vector graphics editing software.	7
3	6. Use electronic publishing software to work with documents using page layout techniques intended for various media.	7
3	7. Use a team-based approach to develop a graphic design project for a client.	2, 3
2	8. Discuss the importance of ethics in various interactive media industries.	1

LECTURE TIME

Note: this course will be delivered entirely online. Please see the weekly activities and due dates on the schedule below.

TYPES OF LEARNING ACTIVITIES

INTRODUCTION ACTIVITIES

There is an Introductions discussion board to get you fully acquainted with the course and your classmates.

DISCUSSION BOARDS

All discussion board posts will be submitted through Blackboard. For your posts, you will be required to use proper English with detailed and accurate responses to receive full credit. The Discussion Board Guidelines can also be located below, which should always be followed.

IMPORTANT: Late submissions for discussion boards will not be accepted (and there is no grace period) after the posted date on each discussion board. Initial starter posts are always due on the Thursday (at 11:59 PM) before the marked due date on each discussion board (these can be submitted late up to the posted due date on the discussion board). Follow-up replies must then be made by the posted due date for the discussion board. After the posted due date for a discussion board, submissions are not accepted.

ASSIGNMENTS

These hands-on tasks will primarily be completed using one of the respective Adobe products: Photoshop, Illustrator, or InDesign. This software is available for use in the Mac Lab (room 300) at the Piqua campus if needed, but you can also purchase it on your own if necessary. Either way, you will need access to this software to complete this course. For the assignments, if you are stuck for longer than 15 minutes, then it is time to contact me. For any essay questions (if I assign any), you will be required to follow my expectations (mentioned above) and use proper English with detailed and accurate responses to receive full credit.

UNIT QUIZZES

These will all be completed through Blackboard. These must be completed individually and on your own. I suggest you read the material carefully, complete the assigned tasks for the unit, and view the lecture/discussion (if applicable) before it is time to complete the assessment.

UNIT PROJECTS

You will have at least one week from when a unit project is assigned to when it is due. There will be a rubric provided for each unit project. More information about each unit project will be provided when it is assigned. Please contact me with questions regarding this assignment.

FINAL PROJECT

You will have at least two weeks from when the final project is assigned to when it is due. There will be a rubric provided for the project. More information about this project will be provided when it is assigned. Please contact me with questions regarding this assignment.

SCHEDULE

The following is a tentative schedule based on the needs of this class. I reserve the right to make any schedule changes deemed necessary. This course has strict due dates. **No late work will be accepted after the grace period.** **All assignments are to be completed and submitted on Mondays by 11:59 pm, unless otherwise noted!**

Week-By-Week Breakdown (16 Weeks)

Week #	Unit	Topic	Reading	Assignments	Points	Due Date
Week 01 - 08/24/2026	Unit 00 - Course Introduction	Welcome to IMD-131S	Syllabus	Introduction Activities	40 pts	8/31/2026
	Unit 01 - Introduction to Graphic Design	Topic 01 - Introduction to Graphic Design (K)	- Read Chapter 01 (Landa) - Read Chapter 01 (Botello)	Assignment(s) for Topic 01	10 pts	
				Discussion for Topic 01	15 pts	
Week 02 – 08/31/2026		Topic 02 - Graphic Design Basics (K)	- Read Chapter 02 (Landa) - Read Chapter 02 (Botello)	Assignment(s) for Topic 02	25 pts	09/07/2026
Week 03 - 09/07/2026		Topic 03 - Typography (K)	- Read Chapter 03 (Landa) - Read Chapter 03 (Botello)	Assignment(s) for Topic 03	25 pts	09/14/2026
				Discussion for Topic 03	15 pts	
Week 04 - 09/14/2026						Unit 01 Quiz
				Unit 01 Project	40 pts	

Week-By-Week Breakdown (16 Weeks)

Week #	Unit	Topic	Reading	Assignments	Points	Due Date
	Unit 02 - Design Concepts	Topic 04 - The Design Process (K)	- Read Chapter 04 (Landa) - Read Chapter 04 (Botello)	Assignment(s) for Topic 04	25 pts	
Week 05 - 09/21/2026		Topic 05 - Concept Generation and Creativity (K)	- Read Chapter 05 (Landa) - Read Chapter 05 (Botello)	Unit 01 Critique	15 pts	09/28/2026
				Assignment(s) for Topic 05	25 pts	
Week 06 - 09/28/2026		Topic 06 - Visualization, Icons, and Color (K)	- Read Chapter 06 (Landa) - Read Chapter 06 (Botello)	Assignment(s) for Topic 06	25 pts	10/05/2026
				Discussion for Topic 06	15 pts	
Week 07 - 10/05/2026		Topic 07 - Composition (K)	- Read Chapter 07 (Landa) - Read Chapter 07 (Botello)	Assignment(s) for Topic 07	25 pts	10/12/2026
Week 08 - 10/12/2026				Unit 02 Project	40 pts	10/19/2026
				Unit 02 Quiz	25 pts	

Week-By-Week Breakdown (16 Weeks)

Week #	Unit	Topic	Reading	Assignments	Points	Due Date
	Unit 03 - Electronic Media and Design	Topic 08 - Proportional Systems, The Grid, and Brochure Design (K)	- Read Chapter 08 (Landa) - Read Chapter 08 (Botello)	Discussion for Topic 08	15 pts	
				Assignment(s) for Topic 08	25 pts	
Week 09 - 10/19/2026		Topic 09 - Posters (K)	- Read Chapter 09 (Landa) - Read Chapter 09 (Botello)	Assignment(s) for Topic 09	25 pts	10/26/2026
				Unit 02 Critique	15 pts	
Week 10 - 10/26/2026		Topic 10 - Book Covers (K)	- Read Chapter 10 (Landa) - Read Chapter 10 (Botello)	Assignment(s) for Topic 10	25 pts	11/02/2026
				Discussion for Topic 10	15 pts	
Week 11 - 11/2/2026		Topic 11 - Branding and Visual Identity (K)	- Read Chapter 11 (Landa) - Read Chapter 11 (Botello)	Assignment(s) for Topic 11	25 pts	11/9/2026
Week 12 - 11/9/2026				Unit 03 Quiz	25 pts	11/16/2026
				Unit 03 Project	40 pts	

Week-By-Week Breakdown (16 Weeks)						
Week #	Unit	Topic	Reading	Assignments	Points	Due Date
	Unit 04 - Electronic Publishing	Topic 12 - Advertising (K)	- Read Chapter 12 (Landa)	Assignment(s) for Topic 12	25 pts	
			- Read Chapter 12 (Botello)	Discussion for Topic 12	15 pts	
			Final Project Proposal		Final Project Proposal	
Week 13 - 11/16/2026		Topic 13 - Web, Mobile, and Motion Design (K)	- Read Chapter 13 (Landa) - Read Chapter 13 (Botello)	Unit 03 Critique	15 pts	11/23/2026
				Assignment(s) for Topic 13	25 pts	
Week 14 - 11/23/2026		Topic 14 - Package Design (K)	- Read Chapter 14 (Landa) - Read Chapter 14 & 15 (Botello)	Discussion for Topic 14	15 pts	11/30/2026
				Assignment(s) for Topic 14	50 pts	
Week 15 – 11/30/2026		Topic 15 - Color and Placed Images in InDesign (S)	- Read Chapter 16 & 17 (Botello)	Assignment(s) for Topic 15	50 pts	12/07/2026
				Unit 04 Quiz	25 pts	
				Unit 04 Project	40 pts	
Week 16 - 12/07/2026	Unit 05 - Final	Topic 16 - Final Project (A)		Unit 04 Critique	15 pts	12/12/2025
				Final Project Narratives	30 pts	
				Final Project	65 pts	

GRADING POLICY

All assignments must be completed by their due dates to receive full credit. A 10% deduction will be taken for each day that an assignment is late after the due date (up to three days). After three days, any outstanding assignments will receive a maximum of 50% of the original credit. For example, an assignment is due on Monday at midnight, and you submit the assignment on Wednesday at 3:00 pm. You have submitted the assignment two days late, with a 20% deduction. Keep in mind that the 20% deduction is taken from 100%. Any additional errors or mistakes in the assignment still count against your total score for that assignment.

I do my absolute best to provide you with valuable and constructive feedback after an assignment is submitted. Before assignment deadlines, you are more than welcome to send me drafts of your assignment(s), and I will provide you with feedback and direction. Do not spend a long time being stuck on an assignment. If you are stuck, it probably means you need to reach out to me. If you do so, please do not upload draft assignments to Blackboard. I will grade anything in Blackboard as if it were for credit. If you need help, you can schedule a time to meet with me or send me the draft via email. There is no penalty for receiving early feedback (I strongly encourage it). This policy allows you to maximize the credit that you receive for all assignments.

IMPORTANT: please note that discussion boards are an exception to the above stated policy. Discussion boards will not be accepted late (past the posted due date on each discussion board). Please see the previous note on Discussion Boards in the **Types of Learning Activities** section.

GRADE DETERMINATION

Midterm grades are based on all material from the first half of the course and will be a direct percentage of all work completed up to that point. Final grades for the course will be determined according to the following tables:

Points Breakdown	
Assignments	410 pts
Discussions	105 pts
Final Project	95 pts
Final Project Proposal	30 pts
Introduction Activities	40 pts
Unit Critiques	60 pts
Unit Projects	160 pts
Unit Quizzes	100 pts
Total	1000 pts

Grading Breakdown		
89.5 - 100.0%	895 pts – 1000 pts	A
79.5 - 89.4%	795 pts – 894 pts	B
69.5 - 79.4%	695 pts – 794 pts	C
59.5 - 69.4%	595 pts – 694 pts	D
0.0 - 59.4%	0 pts – 594 pts	F

An **incomplete** (“I” grade) can only be given if you have:

1. Tested regularly and in accord with the course schedule up to the last withdrawal date.
2. Completed all the requirements up to the withdrawal date.
3. Received a passing grade on all work.
4. Provided a documented, verifiable reason for being unable to complete the course.

To receive an incomplete, you **must** meet all the criteria listed above. An incomplete grade cannot be given after the grades are turned in to the Registrar’s Office.

TEXTBOOKS/SOFTWARE REQUIRED

Required: Graphic Design Solutions, Author: Robin Landa, Edition: 6th, ISBN: 978-1337554053

Required: Adobe Design Collection Revealed, Author: Chris Botello, Edition: 2nd, ISBN: 978-0-357-92577- 5

Required: Adobe Creative Cloud Subscription (including Photoshop, Illustrator, and InDesign)

COLLEGE POLICIES

In our Blackboard course, there is a menu item called **COLLEGE POLICIES**. By selecting the **COLLEGE POLICIES** menu item, you are able to see current information and policies in the following areas: Edison Student Handbook, Edison Community College Catalog, Academic Honesty, Core Values, Disability, Diversity, Important Dates, Dropping/Withdrawing Classes, General Education Outcomes, Student Services, Attendance & Participation, Grading Criteria, and Response Time.

ACCOMMODATIONS /ACCESSIBILITY STATEMENT

Edison State Community College will make reasonable accommodations for students with documented disabilities. If you believe that you may need an accommodation based on the impact of a disability, contact the instructor privately with your Self-Identification Letter. If you do not have a Self-Identification Letter, contact the Office of Disability Services by email accessibilitysupport@edisonohio.edu or call 937.381.1548. The Office of Disability Services is located on the Piqua Campus in Room 160. For additional information, visit the Accessibility and Disability Services page.

ADVISING SERVICES

Edison State's career pathway advisors are your partners in success. A career pathway advisor is the first advisor that you will meet with once you have made the decision to further your education. Together, you and your career pathway advisor will:

- Identify the right academic major to set you on your desired career path.
- Identify the courses you'll need to accomplish your academic goals.
- Help you develop a student plan tailored to your lifestyle and work schedule.

- Prepare you to navigate your first semester at Edison State.

You can find your career pathway advisor and faculty advisor information, including their email address, by logging into MyESCC and clicking on Student Planning. Go to Plan and Schedule and click on the Advising tab. You may also call 937-778-7850 to connect via phone call.

CAREER AND JOB SERVICES

Our Career and Job Services advisors are dedicated to helping students and alumni advance their professional development as they make career decisions, develop job search strategies, pursue experiential opportunities and secure employment. Career and Job Services also provides career assessments, career information, resume and cover letter help, job postings and resources, tips for interviewing and more.

Visit <https://www.edisonohio.edu/Career-and-Job-Services/> for more information.

COMPUTERS

If you are working on campus, computers with internet access are available in the internet café. The Library and Tutoring Center have computers and printers available for your use.

TESTING YOUR FAITH ACT

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, linked here, and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found at this link-

https://www.edisonohio.edu/sites/default/files/2025-05/3358-1-10_testing_your_faith.pdf

STUDENT RESOURCE CENTER AND CHARGER STATION FOOD PANTRIES

Edison State Community College is proud to assist students needing help to obtain basic necessities. The Student Resource Center and Food Pantry is stocked with all kinds of grab-and-go snacks, meal supplies, toiletries, household needs, and community resources.

TECHNICAL SUPPORT SERVICES

For Blackboard Assignment issues, the Instructor should be the first point of contact

For Log-in or other technology issues:

There are several steps you can follow if you have issues logging in to Blackboard or Office.

During business hours:

- Password reset: Log onto office.com with your Edison email and follow the "forgot password" prompts.
- Reach out for help during regular business hours (9-5 Monday-Thursday, 9-4 Friday)
 - email to SUPPORT@EDISONOHIO.EDU
 - call 937-778-8600 and ask for IT Help Desk

After hours:

- Password reset: Log onto office.com with your Edison email and follow the "forgot password" prompts
- Call 937-778-7957 and talk to the off-campus Blackboard company to get help

TITLE IX STATEMENT - Anti-Discrimination, Harassment and Bullying

It is the policy of the College to maintain a learning environment free from bullying, discrimination, sexual harassment or sexual violence. Title IX federal law protects students, employees and third parties with a relationship to the college.

All Edison State Community College employees are required to report all knowledge of incidents that violate the Title IX policy to the Title IX Coordinator or Deputy Title IX Coordinator immediately. Student and employee confidential consultation is available.

TUTORING SERVICES

All Edison State students are eligible to receive free tutoring and learning support services through our Tutoring Center. Available services include Edison State tutors, both online and in-person, covering a wide variety of courses including various levels of math and paper reviews, online tutoring through OhioLINK eTutoring, distraction-reduced study rooms,

and the use of Tutoring Center resources including subject-specific and general study guides. For more information on tutoring services, visit the Tutoring Center in the Library, or visit our webpage at www.edisonohio.edu/tutoring-center

ADDITIONAL SUPPORT SERVICES

For additional help, please click the ASSIST tab on Blackboard or the Edison State Student Resources folder within your course.