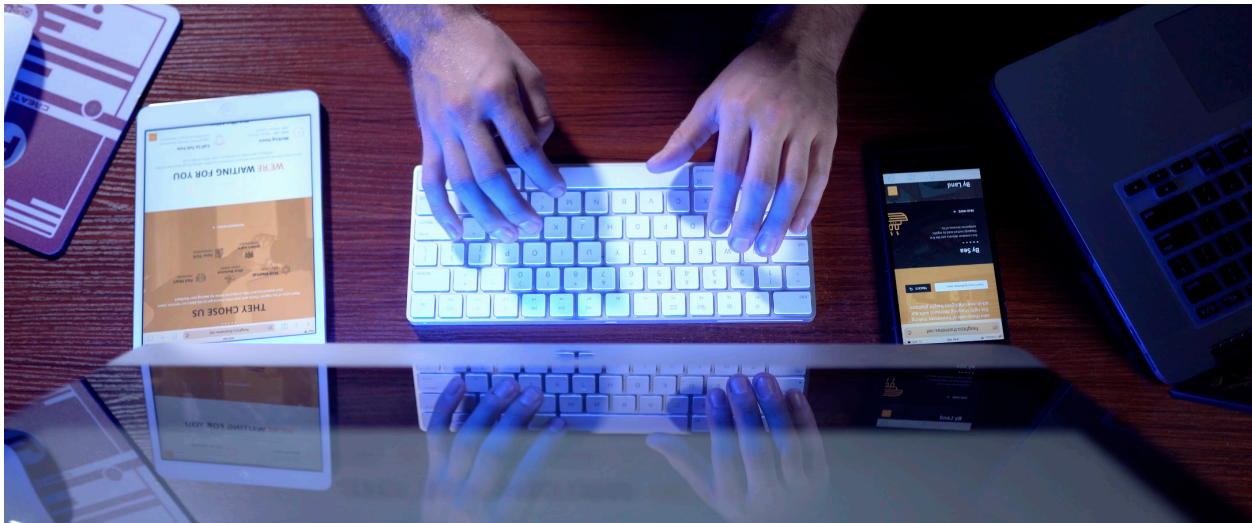


# GRAPHIC DESIGN IDL ADDENDUM

## F.I.R.S.T. INSTITUTE EXPLANATION OF A QUARTER CREDIT HOUR

\*Laboratory time in GD - IDL settings is not led by an instructor. This time is solitary learning monitored by interactive coursework in a learning management system and has instructor support during normal business hours (9AM-6PM EST).

Program	Clock Hours	Academic Quarter Credit Hours (AQC)	Homework Hours	Title IV Quarter Credit Hours (T4C)
Graphic Design - IDL	780 (184 Lecture/596 Lab)	48.2 Credits	N/A	31 Credits



## GRAPHIC DESIGN - IDL

### Program Objective

The Graphic Design - IDL Program strives to successfully train students for entry-level employment in the web and graphic design industry.

### Program Description

F.I.R.S.T. Institute's Graphic Design - IDL program is designed to prepare our students for the real world of digital design, starting them from basic computer skills, digital media design fundamentals, and working all the way up to advanced graphics techniques. We provide hands-on education using up-to-date technology found in the real world, all with F.I.R.S.T. Institute's signature teaching methods applied.

The web is changing rapidly so we use up-to-date technology and cover all areas of expertise that a modern graphic designer would need. Our focus is not to spend the entire program on one area of design, but instead deep dive into core areas. This gives our students the ability to get their hands in many different areas so they can have a better opportunity to find out what area they would like best to work in. This creates a well-rounded graduate that will have many opportunities and the skills necessary to get an excellent entry-level position.

At F.I.R.S.T. Institute, we strive to keep our curriculum updated to reflect actual trends in this ever growing and fast paced industry. This means utilizing industry standard creative design programs, the latest techniques, and knowledge of the ever changing design landscape. Our students are graded and held accountable for each and every course they encounter. Consistent drills and quizzes keep students active and interested in the information provided by the instructor. Our main objective is simple: provide the finest in education by exposing students every day to the very things that inspire them to be successful in the graphic design career field.

Prerequisite: Basic Mac and Internet competencies. High School level English or higher.

Delivery Methodology: 100% Interactive Distance Learning

Average Enrollment: 15-20 Students

Upon successful completion of the program, graduates obtain a Diploma.

### **Twenty-Six (26) Weeks - 780 Clock Hours / 48.2 Academic Quarter Credit Hours**

184 Hours / 18.4 Academic Quarter Credit Hours - Instruction

596 Hours / 29.8 Academic Quarter Credit Hours – Lab

## **Program Courses**

### **GD 101IDL - Computer Technology and Graphic Design Principles**

To start the program, students are first introduced to the basics of computer technology. This includes gaining an understanding of computers, their parts, and identifying related technological terminology. After students have learned the fundamentals of computing and have a good understanding of the different types of digital media formats, students are then introduced to the art of creative writing for both print and online media. After this portion of the course, students will learn about the evolution of visual arts in relation to the development of modern design principles and standards as a foundation to contemporary visual design and color theory. In addition to this, students will examine and learn about print & digital typography from a technical and artistic point of view as related to design project development. After having gained an understanding of the fundamentals of design and the creative process, the importance of prototyping for digital media is then covered in the course.

#### **Projects completed in GD 101IDL:**

- Sketching Project

### **GD 102IDL - Illustrator**

The Adobe Creative Suite software has become a dominant force of tools in the graphic design industry. From the suite of software, students will be introduced to Adobe Illustrator in this course. As a program that is graphics-driven, Adobe Illustrator is used by designers and visual artists primarily for creating drawings and illustrative vector graphics. After having learned the basics, students will develop their techniques through course-related activities that examine iconography and logo design. Building on these concepts, students will apply the elements and principles of design in the development of document layouts as related to stationary. Consistency is at the core of building strong brand identity, and it is with this understanding gained through study and lecture that students will utilize previous course work to create a branding project. At this point in the course, students move on to compile their personal portfolio, which is considered to

be as equally important as a resume in the field of graphic design.

#### **Projects completed in GD 101IDL:**

- Logo, Stationary & Brand Book

### **GD 103IDL - Photoshop**

Adobe Photoshop is the most popular program from the Creative Suite software, used worldwide for its photo manipulation, editing and design. Students will be introduced to this powerful tool and its capabilities in the creation and execution of raster graphics imagery. With a tool set that in many ways imitates those used by traditional artists and designers, students will first gain an understanding of the basics of Photoshop as they learn to apply filters and effects, manipulate photos, adjust color, create photo collages and how to skillfully retouch images. As they move on to more advanced concepts and tools, they will learn about Photoshop's use in the composition of complex web-related graphics. Students will gain an understanding of Photoshop's use for the web as they learn about web banners and take an in-depth examination of mobile and web site mock-ups. To finish this portion of the course, students will use

Photoshop to develop a web campaign for their course project, which will then be added to their professional portfolios.

#### **Projects completed in GD 103IDL:**

- Collage, Web Ads, Web Page Mock Up

### **GD 104IDL - InDesign**

"For the layout and composition of single and multipage documents including interactive and online media, Adobe InDesign from the Creative Suite is the industry standard. In the last of the graphics courses of this program, students will learn the techniques and elements needed when creating a layout in InDesign. They will also use knowledge of key features learned about in Photoshop and Illustrator, and how InDesign can be used in integrating elements from these other programs in project development. Having gained an understanding of the capability of these Creative Suite programs to be used in combination with each other, students will examine the different approaches for advertising design. They will also look at magazine design and book layout

when creating the structure and composition of a finished multipage document. As new designers, students will utilize InDesign to create several print projects including a newsletter and brochure. UX/UI design is centered on creating effective and efficient interactions between users and interfaces. In this section of the course, students will explore the concepts and skills needed to leverage InDesign for UX design. In completion, students"

"will compile all course work to complete a finished professional graphics portfolio."

#### **Projects completed in GD 104IDL:**

- Poster, Magazine Article, & Interactive Book

### **CD 101IDL - Career Development 1**

Students are first introduced to the concept of career development, what it means, and its monumental purpose in helping them find a job in their field of study. They will focus on the design of their own personal portfolio which will include a cover letter, resume, business card, and self marketing social media outlets like SoundCloud, Behance and Vimeo. This week is wrapped up by covering interviewing skills with a mock interview session.

#### **Projects completed in CD 101IDL:**

- Resume, Cover Letter, Business Card Design, Bio, Social Media Presence

### **CD 201IDL - Career Development 2**

"The second week of Career Development will center in on what it takes to be an entrepreneur and get students ready to begin applying for jobs. Students will learn how to update the portfolios created in the first week of Career Development. This week will also go over proper business etiquette and creating an elevator pitch. The second week of Career Development will center in on a student's academic experience. Students finish off the week by making sure all of their requirements are met to complete the program and pursue an entry-"

"level position in their career field."

#### **Projects completed in CD 201IDL:**

- SMART Goals, Final Resume Draft, Final Cover Letter Draft

## ORIENTATION

For IDL (online) students, they must log on to [www.first.edu/orientation](http://www.first.edu/orientation) to complete orientation tutorials prior to the first day of class for their registered start date.

## TOTAL PROGRAM TUITION BREAKDOWN

\*The following class breakdowns are based on Title IV quarter credit hours

### Graphic Design - IDL:

\$16,450.00

Total quarter credit hours: 31 (\$530.65/quarter credit hour) = Tuition\*

## OFFICE HOURS

For GD - IDL (online) students, open office hours are on Fridays from 9AM-6PM EST. Students are always welcome to call during the week Monday-Thursday 9AM-6PM EST as well. Monday-Thursday faculty will return your call within 24 hours. After phone hours please reach out via email for support. Emails will have a response within a 24-hour window or faster.

## DESCRIPTION OF COURSE NUMBERING SYSTEM

The course numbering system reflects which program is taken and in what order. Courses are not designed to be taken independently. They are designed to be taken in order as numbered. For example, course number 101 would be taken prior to course number 102.

GD      Graphic Design (Online)

## GRADING

Test retake fees are waived for GD IDL students.

## SATISFACTORY ACADEMIC PROGRESS (SAP)

### GD - IDL ONLY: Student Completion and Satisfactory Academic Progress

For these students to qualify as a completer they must do the following:

- Not be designated as an inactive student
- Complete all weekly assignments, projects, quizzes, and tests
- Pass all courses with a 70% or higher

Failing to meet these standards could lead to withdrawal from the program. The Program Director as well as the Student Services Department will establish communication with students not active for a week. After two weeks of inactivity and no communication GD - IDL students will be withdrawn from the program. For GD - IDL students to maintain Satisfactory Academic Progress they must remain an active student and maintain 70% or above GPA as they progress through all courses in the program.

Students are provided with information about their assignments after completion. If the assignment is a quiz, test, or assignment with an online form built in Canvas it is possible to have results (grades) upon the completion of the assignment. Feedback is given by instructors if necessary for assignments inside of Canvas through comments,

chat, messaging, and conferences. If the student has initiated a request for feedback (via phone, email, or inside of Canvas) it will be answered within 24 hours of inquiry if made after business hours. If the inquiry has been made during business hours, it is possible that the feedback can be given much faster than that. Progress reports will be emailed after every course to a student's email. This information will only be able to be accessed by a student from either logging into Canvas or their Microsoft 365 with their account credentials.

## RETAKE COURSES

GD - IDL		
GD 101IDL	Computer Technology and Graphic Design Principles	No Prerequisites
GD 102IDL	Illustrator	GD 101IDL
CD 101IDL	Career Development 1	GD 101IDL, GD 102IDL
GD 103IDL	Photoshop	GD 101IDL, GD 102IDL, CD 101IDL
CD 201IDL	Career Development 2	GD 101IDL, GD 102IDL, CD 101IDL, GD 103IDL
GD 104IDL	InDesign	GD 101IDL, GD 102IDL, CD 101IDL, GD 103IDL, GD 104IDL

## GRADUATION REQUIREMENTS

GD - IDL ONLY: For a GD - IDL student to qualify as a completer they must do the following:

- Not be designated as an inactive student
- Complete all weekly assignments, projects, quizzes, and tests
- Pass all courses with a 70% or higher

## RULES AND REGULATIONS

### Attendance

GD - IDL Only: Attendance is based on the completion of weekly assignments. See “Excused Absences” and “Unexcused Absences” for additional attendance policy.

### Time Requirement (GD - IDL ONLY)

Students will need to commit to 30 hours a week for completion of all assignments, discussions, projects, and assessments.

### Active Students (GD - IDL ONLY)

Students enrolled in an IDL course at F.I.R.S.T. Institute will need to maintain an active student status within each course in an IDL program. Curriculum in module weeks are unlocked in Canvas every Monday as Monday is the beginning of the academic week. To maintain attendance standards, students will need to login into Canvas and complete all weekly coursework including exercises, projects, discussions, and assessments. A faculty member will reach out if course materials have not been completed for the week. If a student does not complete assignments for two weeks in a row, then they will be deemed an inactive student.

Students will not have access to the next course unless all work is submitted according to the “Excused Absences” or “Unexcused Absences” policy.

**Inactive Students (GD - IDL ONLY)**

Any student that does not login to Canvas for 14 calendar days or complete two weeks worth of assignments without contacting faculty for special circumstances (such as a leave of absence) will be considered an inactive student. Inactive students will be automatically withdrawn from the program. If an inactive student wishes to reenroll in the program, they may do so at their own expense.

**Excused Absences**

For GD - IDL students: Excused absence documentation for GD - IDL students must be submitted proving that the student is incapable of completing the equivalent of 20 hours of coursework (or approximately 5 days of coursework) in a given week.

Any coursework that is not turned in on the original deadline will result in 0% attendance for the whole week. If proper documentation has been submitted to the Student Success Coordinator, students have one additional week to submit all missing assignments and receive 100% attendance for the original week. Students must still submit all assignments due in the second week. If all remaining missing assignments are not submitted in their totality by the second week's end, the student is deemed inactive. See "Inactive Students (GD - IDL ONLY)".

**Make-Up Work**

For GD - IDL students: Any coursework that is not turned in on the original deadline will result in 0% attendance for the whole week. Students have one additional week to submit all missing assignments and receive 50% attendance for the original week. Students must still submit all assignments due in the second week. If all remaining missing assignments are not submitted in their totality by the second week's end, the student is deemed inactive. See "Inactive Students (GD - IDL ONLY)".

**Make-Up Time**

For GD - IDL students: As stated, make-up time does not extend one week past original deadline for the assignments. If a student is needing additional time due to an approved excused absence, they should consider a Leave of Absence (See "Leave of Absence").

**Consecutive Absences**

For GD - IDL students: See "Inactive Students (GD - IDL ONLY)."

**Leave of Absence**

For GD - IDL students: The total of all leaves of absence may not exceed 90 days for the GD - IDL program. If a student does not return from leave, the official date of withdrawal will be the Monday after the second week of inactivity. There is no guarantee that there will be an open seat (re-enrollment may be the only option to continue) and there may be a need to change the live lecture time upon return.

**Required Lecture Time (IDL)**

Class lectures will be web-casted daily Monday through Thursday and accessible inside of the Conferences section of Canvas. All lectures have a required discussion post to keep track of what students have viewed in the lecture. The purpose of this is to highlight the student-to-teacher and teacher-to-student interaction in an IDL program. Following any missed live lecture, it is the student's responsibility to view missed lecture recordings to complete module assignments.

For GD - IDL students: Any coursework not turned in at the week's end (Sunday at 11:59 pm) is considered late. In order to have this work be eligible for grading, with or without penalty (See Excused/Unexcused Absences), a student must submit a request to Student Success Coordinator for a deadline extension. The extension will not exceed one week past the original deadline for the assignments.