SAGRADO
Universidad del Sagrado Corazón

Syllabus

Title: Visual Design and Prototypes

Code: CCO 255

Prerrequisite: CCO 102

CREDITS: 3 credits | 45 contact hours | 1 term

Description

This course provides students with a holistic understanding of and approach to visual design, strengthening their skills in visual principles, color theory, typography, and grid systems for creating design templates. The class complements students' artistic vision by helping them identify designs that are both aesthetically pleasing and practical. Students will understand the importance of visual design in the user experience, how history influences the present, and practical applications for creating designs. Students create assets in software such as Adobe Illustrator and Adobe Photoshop, then develop design templates using programs like Figma and Adobe XD, and finally prepare these templates for the prototyping phase. In this course, students produce a design prototype that aligns with the vision for a digital product.

Justification

Every digital product design aims to solve a problem—whether aesthetic or functional. Within creative digital design, these solutions are directly related to the user experience and occur through interaction with an interface. Proposing creative design solutions involves studying the problem, designing a solution or product, creating the product, and testing the product. This course provides students with a bridge between theory and the creation of practical, testable solutions through design. To this end, students conceptualize and create interface design prototypes that address real-world situations and needs in the industry.

COMPETENCIES

The course develops the following competencies in students:

- Research and Exploration
- Critical Thinking

OBJECTIVES

By the end of the course, students will be able to:

1. Identify the different stages of interface design production.

2. Analyze problems or needs to create solutions through design.

3. Conceptualize design proposals.

4. Create user interface templates.

5. Create prototypes based on real needs or problems.

Content

I. General Introduction

A. The Designer and Design
   1. The Impact of Design on the Development of a User Experience
   2. The Role of the Designer in Creating User Interfaces

B. The Life Cycle of a User Experience Design Project
   1. Research
   2. Analysis of Needs or Problems to Be Solved
   3. Conceptualization
   4. Production
   5. Testing
   6. Delivery
   7. Maintenance

II. Conceptualization and Practice

A. Approaches to Creating Solutions Through Design
B. Design creation using software such as Adobe Illustrator, Photoshop, Adobe XD, or Figma.
C. Introduction to software such as Adobe XD and Figma for creating prototypes
D. Techniques for creating templates
E. Implementing practical workflows for prototyping

III. Project

A. Creating a project based on a real-life situation or need
    1. Research
    2. Analysis of needs or problems to be solved
    3. Conceptualization
    4. Production
    5. Testing
    6. Prototype delivery

IV. Final presentation

METHODOLOGY

The following active learning strategies are recommended:

- Project-based learning
- Design thinking
- Blogs and online portfolios
- Collaborative learning
- Multimedia resources
- Discussions, forums, debates, or panels

ASSESSMENT

Participation	20%
Midterm assignments	40%
Oral presentations	10%
Project or (Final) Exam	30%
Total	100%

Student Learning Assessment

The institutional assessment rubric is applied to the core activity of the course.

BIBLIOGRAPHY

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Toledo Ledezma, E. (2022). *From Narrative to the prototype.* Publisher Verbo Divino. https://elibro.net/es/lc/sagrado/titulos/213890

ELECTRONIC JOURNALS

International Journal of Art & Design Education https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edspub&AN=edp83943&lang=es&site=eds-live&authtype=shib&custid=s5316525

The International Journal of Visual Design https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=edspub&AN=edp1919658&lang=es&site=eds-live&authtype=shib&custid=s5316525

You can find more information resources related to the course topics on the library's website at http://biblioteca.sagrado.edu/

Reasonable Accomodation

For detailed information on the process and required documentation, please visit the appropriate office. To ensure a level playing field, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, any student who needs Reasonable Accomodation or special assistance must complete the process established by the Vice-Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at the Universidad del Sagrado Corazón to take courses with or without academic credit. A breach of academic integrity is any act or omission that fails to demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who violates the policy on honesty, fraud, and plagiarism is subject to the following sanctions: a grade of zero on the assessment and/or having to redo the seminar assignment; a grade of F(*) in the seminar; or suspension or expulsion, as established in the Academic Integrity Policy document effective November 2022.

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