



# COM 500 Strategic Design and Software Integration

Winter 2024

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

## **COURSE OBJECTIVES**

This course focuses on the integration of design strategy and software applications. Through theoretical discussions, practical exercises, and real-world projects, students will explore the principles of graphic design and the strategic use of design software. Students will engage in theoretical discussions, hands-on exercises, and real-world projects to cultivate a deep understanding of strategic design thinking and proficiency in industry-standard design software. It focuses on building a solid foundation in design principles while honing creative software skills using industry-standard tools such as Adobe Illustrator, Photoshop, and InDesign.

Upon completion of this course, students will be able to:

1. Apply design strategy principles to solve complex problems.
2. Develop and articulate a cohesive design strategy for various projects.
3. Acquire practical skills using cutting-edge design tools widely employed in the industry, such as Adobe Illustrator for vector graphics, Photoshop for image manipulation, and InDesign for layout and publication design.
4. Execute design projects aligned with strategic goals and user needs.

## **PREREQUISITES**

None.

## **GRADING**

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

<b>ITEM</b>	<b>POINTS</b>
3 Assignments	30 Points



Presentation	10 Points
Midterm Exam	30 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

### COURSE MATERIALS

#### **Required Texts:**

Katherine A. Hughes(2019). *Graphic Design* (1st ed.). CRC Press

#### **Recommended (Optional) Texts or Other Materials:**

None

### COURSE TOPICS

MODULE	TASKS
Module 1	<b>Topics:</b> Topic 1: Introduction to Design Strategy Topic 2: Overview of Design Thinking and Applications Topic 3: Understanding the Role of Design in Strategic Planning Topic 4: Case Studies of Successful Design Strategy Implementation <b>Assessments:</b> Assignment # 1
Module 2	<b>Topics:</b> Topic 5: Developing Comprehensive Design Briefs Topic 6: Strategic Planning for Design Projects Topic 7: Stakeholder Analysis and Collaboration Topic 8: Aligning Design Goals with Broader Business and User Objectives <b>Assessments:</b> Assignment # 2



Module 3	<b>Topics:</b> Topic 9: Introduction to Design Software Topic 10: Overview of Industry-standard Design Software (e.g., Adobe Creative Suite) Topic 11: Hands-on Exercises for Skill Development Topic 12: Integrating Design and Strategy <b>Assessments:</b> Midterm Exam
Module 4	<b>Topics:</b> Topic 13: Getting Started with InDesign Topic 14: Advanced Design Software Techniques Topic 15: In-depth Exploration of Specific Design Software Features Topic 16: Design Prototyping and Testing <b>Assessments:</b> Assignment # 3
Module 5	<b>Topics:</b> Topic 17: Using Industry-standard Tools Topic 18: Integrating User-centered Design into Strategic Planning Topic 19: Case Studies of Successful Design Strategy and Software Implementation Topic 20: Real-World Application <b>Assessments:</b> Presentation Final Exam

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:



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Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.