DSGN 2660 - Design + Applications

Fall 2026 Syllabus, Section A01, CRN 43207,

Credit hours: 3

Instructor

Amy Copeland

Email: adcopeland01@ysu.edu

Public Instructor Information

Instructor Title: Assistant Professor

Instructor Professional Qualifications:

- *MFA in Visual Communication Design*, Kent State University
- *MS in User Experience Design*, Kent State University
- *BS in Graphic Design*, University of Cincinnati

Instructor Office Location: Bliss Hall, Room 4089

Instructor Office Phone: 330-941-1866

Course Description

2660. This course offers an in-depth exploration of the essential principles and techniques for creating visually compelling layouts that integrate typography and imagery. Students will learn how to balance type and image for print design to convey clear, persuasive messages while developing their unique visual style. Emphasis will be placed on mastering visual theory, enhancing image creation skills, and using grid and typographic hierarchy, all of which are critical to the graphic design profession. (Prereq DSGN: 1532 or permission of instructor) Prereq.: C or better in DSGN 1532 or permission of instructor. 3 s.h.

Course Readings

Group	Title	Author	ISBN
	No Readings		

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Fall 1 2026 Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	N/A	Introduce Project 1: Recipe Icons	August 24 (Monday) • Semester Begins / Course Overview / Introduce Project 1 August 26 (Wednesday) • Visual Review Project 1 / Sketches Due August 30 (Sunday) • Quiz 1 & 2 Due August 30 (Sunday) • InDesign Exercise Due
8/31	N/A	Introduce Project 2: Recipe Cards	September 2 (Wednesday) • Project 1 Progress Critique with Peer Feedback Loop September 3 (Thursday) • Quiz 3 Due September 6 (Sunday) • Project 1 Final Submission Due September 6 (Sunday) • Visual Review Project 2 / Sketches Due

9/7	N/A	Work on Project 2: Recipe Cards	September 9 (Wednesday) • Project 2 Progress Critique with Peer Feedback Loop September 10 (Thursday) • Video Discussion Post Due September 13 (Sunday) • Project 2 Final Submission Due
9/14	N/A	Introduce Project 3: Recipe Book Cover Design	September 16 (Wednesday) • Visual Review Project 3 / Sketches Due September 17 (Thursday) • Quiz 4 Due September 20 (Sunday) • Project 3 Progress Critique with Peer Feedback Loop
9/21	N/A	Work on Project 3 / Introduce Project 4: Recipe Book	September 23 (Wednesday) • Project 3 Due September 24 (Thursday) • Quiz 5 & 6 Due September 27 (Sunday) • Visual Review Project 4 / Sketches Due
9/28	N/A	Work on Project 4: Recipe Book	September 30 (Wednesday) • Project 4 Visual Review October 1 (Thursday) • Quiz 7 & 8 Due October 4 (Sunday) • Project 4 Progress Critique 2 with Peer Feedback Loop
10/5	N/A	Complete Project 4: Recipe Book Design	October 7 (Wednesday) • Video Discussion Post Due October 8 (Thursday) • Project 4 Final Submission Due

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.