



Department of Arts and Humanities

CDM1000 Intro to Design Thinking

3 Units

Spring 2025 | Quad 1

Fully Online in Canvas	Instructor: Matt Turney
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### PLNU Mission

#### To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

## COURSE DESCRIPTION

An introduction to the theory and practice of design thinking, an interdisciplinary approach to practical and creative problem-solving. This course will also introduce students to experiences in the creation and production of computer-generated images. Includes the use of industry standard graphics software to combine image, text and technology.

## INSTITUTIONAL LEARNING OUTCOMES

### 1. Learning, Informed by our Faith in Christ

Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.

### 2. Growing, In a Christ-Centered Faith Community

Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.

### 3. Serving, In a Context of Christian Faith

Students will serve locally and/or globally in vocational and social settings.

## PROGRAM LEARNING OUTCOMES

The student who successfully completes the Creative Digital Media program will be able to:

1. Generate design that exhibits highly developed compositions, based on design principles.
2. Apply a strong personal commitment to the process of developing creative digital content.
3. Communicate competently in a variety of complex environmental and social contexts.
4. Demonstrate a high level of craftsmanship using current industry standard tools and technologies.
5. Perform technological skills and techniques in digital and interactive media using ethical and social perspectives.

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## COURSE LEARNING OUTCOMES

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

1. Demonstrate effective and efficient use of the three primary graphic design Adobe software tools (InDesign, Illustrator and Photoshop)
  2. Define the fundamental principles and elements of graphic design in the creation of major projects
  3. Explain the process of ethically developing original creative digital content.
  4. Produce original, thoughtful, and creative digital media content that is built to industry standards.
  5. Defend design decisions while thoughtfully and respectfully critiquing one's own work and the work of others.
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## FOUNDATIONAL EXPLORATIONS

This course is one of the components of the Foundational Explorations (General Education) Program at Point Loma Nazarene University, through which students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits that foster life-long learning. Specifically, this course supports this broader context in developing the following Foundational Explorations Learning Outcome:

FELO 2b. Students will understand and appreciate diverse forms of artistic expression.

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## REQUIRED RESOURCES

1. [Adobe Design Basics](#), written by Thomas Payne and licensed for download under "Creative Commons."
2. *Adobe Creative Cloud* subscription, including Illustrator, Photoshop, and InDesign
3. Various online articles and videos, links available in the Course Modules

*Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.*

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## COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 5 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

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## STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

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## ASSESSMENT AND GRADING

Student grades will be posted in the Canvas grade book no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the grade book as these comments are intended to help students improve their work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

#### Distribution of Points

Course Assignments	Points
"Getting to Know You" Survey	10
Weekly Theory and Image Analysis Discussions (7 x 20 points each)	140
Software Knowledge Quizzes (4 x 25 points each)  <ul style="list-style-type: none"> <li>Creative Cloud</li> <li>Illustrator</li> <li>Photoshop</li> <li>InDesign</li> </ul> (1 x 50 points) <ul style="list-style-type: none"> <li>Final Cumulative Quiz</li> </ul>	150
Weekly Projects + Peer Critiques on work in progress (7 x 50 points each) Menu Design Contents (1x30 points)	380
Final Project  <ul style="list-style-type: none"> <li>Create a comprehensive Brand Guide that incorporates logo, brand collateral, and social media posts using Illustrator, InDesign, and Photoshop.</li> </ul>	100
Final Discussion  <ul style="list-style-type: none"> <li>What I learned</li> </ul>	20
<b>Total Points</b>	<b>800</b>

#### CORE DESIGN PROJECT RUBRIC

- **(20%) Process:** Thorough research, thumbnail sketches, observation, and exploration.
- **(20%) Concept:** Concept generation, originality, and creativity.
- **(20%) Presentation:** Craft, professionalism, and mastery of design tools
- **(20%) Function:** communication, legibility, and concept execution.
- **(20%) Effort:** turned in on time, and pushed yourself to experiment

#### Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	

	B- 80-82	C- 70-72	D- 60-62	
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**Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of “C” in each course and an overall 2.00 grade point average.**

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## **INCOMPLETES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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## **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one’s own when in reality they are the results of another person’s creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

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## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student’s eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student’s responsibility to make the first contact with the EAC.

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## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

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## **SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

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## USE OF TECHNOLOGY

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.