



Course Syllabus

Course Number: AR 103

Course Title: AR 103: Visual Design

Term: Fall 2025

Course Credits: 3

Class Meeting Days: Mondays & Wednesdays

Class Meeting Hours: 11:00am - 12:20pm

Class Location: Eiben 104

Instructor Name: Dr. Danielle McCleave, DArch

Email: danielle.mccleave@chaminade.edu

Office Hours: Wednesdays 10am -11am by appointment only

Course Description

This course is a foundational course that focuses on the elements and principles of design to all visual arts and design composition. It introduces basic design and digital art, using various digital software, as well as drawing and color materials. Conventional sketching and graphic skills are explored in the beginning which will be integrated into digital illustration, working on various design exercises.

Course Content

Lectures & Demonstrations | Exercises | Assignments | Projects

Class Format

Every week, the class will begin with a lecture introducing concepts and graphic techniques, followed by exercises and assignments. All class work will be done both in

class and outside of class. All the exercises and assignments should be finished on the assigned submission date. They will help you to build illustration skills both physically and digitally.

This course will run in-person format. You will have access to all the lecture slides on Canvas which are linked to our course-specific Google folder. We will always start our class by checking the course schedule to understand where we are in the journey of this course.

Course Learning Outcomes

By the end of this course, students should be able to:

- Demonstrate thorough knowledge and skills of creating effective visual composition using appropriate design elements and design.
- Analyze the use of design elements and principles and compositional visual language
- Apply various physical and digital tools to create multi-layered visual work
- Implement specific visual contents and changes to create various emotional perceptions and perspectives
- Design a comprehensive visual presentation to create a meaningful story
- Restructure and adapt visual elements to improve the visual communication and contents

Assessment

Attendance/Participation	10 %
Exercises & Assignments	40 %
Projects & Portfolio	50 %
Total	100 %

Grading Scale: A: 90%- 100%; B: 80%- 89%; C: 70%- 79%; D: 60%- 69%; F: below 59%

Generative AI Policy

Within this course, it is required that students construct and present their unique and original work, aligned with the course learning outcomes and the course intent. Students are discouraged from using any generative AI tools to complete their assignments. The instructors reserve the right to a) inquire if a student is using AI should that be suspected, b) ask a student to redo their assignments with point deductions, or c) give a grade of 0 for that assignment.

Credit Hour Policy

This is a 3 credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are expected:

In-Class time: 43 Hours
Out of class work time: 92 Hours

Exercises: 48 hrs
Illustration project: 4.5 hrs
Self Portrait: 4.5 hrs
Personal Logo project: 30 hrs
Final Project - Bookcover design: 45 hrs
Reflection Paper: 3 hrs

Evaluation Criteria

- understanding of the course materials
- thoroughness in exercises & assignments
- technical and visual proficiency
- professional demeanor
- timely submission of required tasks

Required Learning Tools & Materials

Physical Tools:

- (1) Sketchbook (unlined, 9"x12", sketch, watercolor, or drawing weight): Drawing warm-ups, brainstorming, practice, note-taking
- (2) drawing pencil (HB & (2B or 3B))+ (1) kneaded eraser
- (2) Felt tip pens (2 different tips: fine & typical)

Digital Tools:

- Adobe Photoshop
- Illustrator
- Pinterest

Optional Materials:

- Portable water color set with water pens
- Colored Pencils
- Charcoal Pencils
- Assorted colored markers

*There will be reminders regarding what tools and materials to be ready for each class. Failure to bring the tools will result in unexcused absence for the day.

References

- Pinterest Boards: Each student will create a pinterest account and make research boards for each project and assignment.
- The Internet and various websites are the world of visual design that you consume everyday. The designs of the interface are based on the basic concepts of visual design. I recommend you create a collection of interesting visuals as your references for class projects.
- Art books, design magazines, museums, showrooms, etc.

Technical Assistance for Canvas Users

Search for help on specific topics at help.instructure.com. [Chat live with Canvas Support 24/7/365](#). Watch this [video to get you started](#) with online guides and tutorials. Contact the Chaminade IT Helpdesk for technical issues: helpdesk@chaminade.edu, or call (808) 735-4855

Connection to the Characteristics of a Marianist Education

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

- Educate for formation in faith:
 - Trust in yourself and your instructor to do a good job to the best ability.
- Provide an integral quality education
 - Interactive learning between students and an instructor and students and students is a key for the success of digesting the information.
 - Proactive attitude towards learning is important.
- Educate in family spirit
 - Success can be achieved by harnessing everyone's growth together
- Educate for service, justice and peace
 - Be mindful of how your design may impact users, occupants and the environment
- Educate for adaptation and change
 - As people grow and change, space needs to respond to the changes of people, environment and society.

Code of Conduct

Academic Conduct Policy

From the 2021-2022 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the [Student Handbook](#).

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

<https://chaminade.edu/student-life/ada-accommodations/>

Hazing Prevention Resources and Athlete Helpline:

Assists athletes, parents, coaches, and any allies interested in ensuring physical and mental safety for sports communities by offering confidential emotional support, crisis intervention, informational athlete-focused resources, and guidance related to concerns about any type of abuse—including hazing.

Chaminade University's Hazing Policy:

<https://catalog.chaminade.edu/studenthandbook/codeofconduct>

<https://hazingpreventionnetwork.org/athlete-helpline/>

<https://hazingpreventionnetwork.org/how-to-report-hazing/>

Basic Needs Resources: <https://chaminade.edu/basic-needs/>

Title IX Compliance

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. For pregnant and parenting students, I am also obligated to provide you with similar resources for support and protections available to you. My goal is to make sure that you are aware of the range of options available to you and have access to the resources and support you need.

Counseling Center

Chaminade University of Honolulu recognizes that students are facing many more challenges with daily stresses related and unrelated to the impact of COVID-19. The Counseling Center is happy to assist with any counseling-related consultations. Contact info: counselingcenter@chaminade.edu or call us directly at (808) 735-4845.

Tutoring Service: Kōkua 'Ike

Kōkua 'Ike: Center for Student Learning is open Monday through Friday from 8:30 a.m. to 4:30 p.m. except on holidays and school closures. We offer tutoring services as well as writing lab services to all Chaminade University students. In addition to in-house tutoring by peer or professional tutors, we offer virtual tutoring services through TutorMe. Find us on 2nd road across from Eiben Hall in the Student Support Services Building. Our air-conditioned space also makes a wonderful study space for individuals or groups.

Students can contact us via email at tutoring@chaminade.edu or call us at 808-739-8305. For up-to-date information, follow us on Instagram @chaminadetutoring or visit the Chaminade website at <https://chaminade.edu/advising/kokua-ike/> to sign up for tutoring services.

Attendance Policy

The following attendance policy is from the 2024-2025 Academic Catalog. Faculty members should also check with their divisions for division-specific guidelines. Students are expected to attend all courses for which they are registered. Students should notify their instructors when illness or other extenuating circumstances prevent them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address or calling the instructor's campus extension. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

- Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course.
- Any unexcused absence of two consecutive weeks or more may result in being withdrawn from the course by the instructor, although the instructor is not required to withdraw students in that scenario. Repeated absences put students at risk of failing grades.

PROFESSIONAL CODE OF CONDUCT

CLASSROOM BEHAVIOR

- Wearing a facemask/covering is voluntary during the class session. If you don't feel well or you are ill, please stay at home and get well first.
- Cell phone use in class (calls, texting, emailing) is prohibited; cell phone ringers must be turned off at all times except in case of emergency. If making a call is absolutely necessary, then please step outside the classroom to do so. Upon the entry to the class, please put your cell phone in your bag.
- When class is in session, you are expected to show courtesy to your instructor as well as to other students. If your behavior is deemed disruptive, you will be asked to leave the class and consequently receive an unexcused absence for that day.
- All assigned work should be completed by the due date and time which it is to be presented or submitted. Working on homework, presentations, etc. while an instructor or guest speaker is lecturing, or while students are presenting in class, is disrespectful and will NOT be tolerated.

CLASS ATTENDANCE & ASSIGNMENTS

- Three unexcused absences during the course of the semester will result in one letter grade demotion for the course (i.e. if your grade is "B," it can be demoted to "C"). Similarly, six unexcused tardiness will result in one letter grade demotion for the course.
- Failure to attend presentations or exams, without informing the instructor in advance, will result in an F for the exam/project; failure to attend a final presentation, final exam or final project submission without informing the instructor in advance will result in an F for the course.
- Students should always inform the instructor in 2 days advance (in writing or by email) of any anticipated absences, tardiness, or irregular/unanticipated scheduling conflicts (e.g., jury duty, team sport commitment, etc.) Do not schedule medical or personal appointments during scheduled class time.
- Assignments from a missed class must be made up by the next class meeting unless an extension has been arranged with the instructor. Do not expect an instructor to repeat a lecture for you; students must arrange with a fellow student to pick up class materials, lecture notes, homework assignments, exercises, etc.
- Assignments handed in late will not be accepted unless arranged in advance with the instructor; 5 points will be deducted from the total number of points for each day the assignment is late beyond the prescribed due date.

- If you have any questions or concerns, please contact me via email. I will respond to your email within a day or two. You will receive feedback on your assignments, projects, and exams within one week of submission. I will not be checking the work emails during the weekends starting from 5 pm on Fridays, so please do not expect any email responses during the weekends.

USE OF FACILITIES

- Only beverages in sealed containers are allowed in the assigned studios/classrooms; in rooms with computers, beverages must be kept on the floor, away from the computer equipment and outlets. Hydration is very important during class. You may step out of the classroom if you need to drink water from your container.
- NO Meals (snacks, fruits, any food) allowed in the studio/classroom.
- Clean up your work area before & after yourselves in digital studios, classrooms, the materials library, the kitchen area, the resource center, and the print room.
- Any damage to workstations or equipment will be charged to the student; if the person cannot be readily determined, the class(es) using the studio/classroom will bear the expense of the repairs collectively.

PERSONAL STANDARDS

- Students should dress in a professional manner when attending any public functions on behalf of the school, on field trips/site visits, or when guests visit the class. You are representing the EID/ your discipline Program, Chaminade University, and most importantly, yourself to your future constituents: employers, colleagues, contractors, clients, etc.
- Students must be prepared with all materials required for the class; the inability to work during the class will result in an unexcused absence for the day.
- Cheating on any exam, exercises, or assignments or copying someone's work will result in automatic failure of the course.

I have read, understand, and agree to the terms of the syllabus, course map, and Code of Conduct.

Student Signature: _____

Date:_____