

**Course****INTERIOR DESIGN & FASHION MERCHANDISING**

Visual Design III  
IDFM 427  
Family & Consumer Sciences  
3 Hours  
Prerequisite: IDFM 221 & IDFM 222

**Catalog Description****INTERIOR DESIGN & FASHION MERCHANDISING**

Advanced application of the conveyance of ideas and information expressed with two-dimensional images through the use of electronic resources

**Course Objectives****INTERIOR DESIGN & FASHION MERCHANDISING**

1. Learn concepts and terminology associated with multiple computer applications,
2. Manipulation of conceptual design sketches into client presentation boards,
3. To further develop graphic electronic presentation skills, and
4. Develop technological skills needed to be successful in the design industry and the twenty first century global society.

**Learning Outcomes****INTERIOR DESIGN & FASHION MERCHANDISING**

1. Students will be able to apply a variety of communication techniques and technologies appropriate to a range of purposes and audiences.
2. Students will be able to apply color effectively in all aspects of visual communication (presentations, models, etc.)

**Methods of Instruction****INTERIOR DESIGN & FASHION MERCHANDISING**

1. Lecture
2. Portfolio Development
3. Research

**Method of Evaluation****INTERIOR DESIGN & FASHION MERCHANDISING**

Student performances will be evaluated through class participation, examination as well as review of project/assignment work. All work presented by student must be developed and completed in studio classes unless assigned and/or approved by instructor for development outside of class.

**Textbook and Supplies****INTERIOR DESIGN & FASHION MERCHANDISING**

No text  
4G or higher flash drive

| Interior Design & Fashion Merchandising |  |
|---|--|
| <b>Instructor:</b>                      | Sheila S. Flener   |
| <b>Office:</b>                          | Academic Complex 403-A   |
| <b>Phone:</b>                           | 270-745-4105   |
| <b>E-Mail:</b>                          | <a href="mailto:sheila.flener@wku.edu">sheila.flener@wku.edu</a> |
| <b>Class:</b>                           | Visual Design III -IDFM 427 Course Section 700<br>Online         |

### **ATTENDANCE POLICY:**

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1. The final semester grade for a 3-day a week class will be reduced **10 points** (out of the 800 point scale) for each unexcused absence over 1.
2. The final semester grade for a 2-day a week class will be reduced **15 points** (out of the 800 point scale) for each unexcused absence over 1.
3. The final semester grade for a weekly class will be reduced **20 points** (out of the 800 point scale) for each unexcused absence over 1.

### **TARDINESS:**

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Not only are you expected to be in class each day, but you also need to be on time. Tardiness is unprofessional and disruptive. Attendance is defined not only as being present in class, but being present within 5 minutes of the start of class through the completion of the class session. Unexcused tardiness may be penalized by not being allowed to make up work done in class prior to your arrival and may lead to the same point deduction as an unexcused absence. If you come to class after the roll has been taken, it is your responsibility to notify me after class that you were present.

### **EXCUSED ABSENCE POLICY:**

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Homework, exams, and in-class assignments cannot be made up unless I officially excuse your absence, which means you **must provide me with proper documentation**. You are responsible for contacting me regarding any excused absence. You must present written documentation **in advance** of an absence for a university-sponsored event and the day you return to class for any other absence or it will be counted as unexcused. Approved make-up work is due the **first class meeting** of your return.

An excused absence is defined as:

1. Illness of the student or serious illness of a member of the student's family
2. The death of a member of the student's immediate family
3. Trips for members of student organizations sponsored by an academic unit, trips for University classes, and trips for participation in intercollegiate academic or athletic events
4. Major religious holidays

### **DUE DATES:**

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Being a successful at your career depends on completing work within a client's time frame. It is important to learn while you are in school to meet due dates. Therefore due dates are firm and will not be changed.

### **STUDIO POLICY:**

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As of December 14, 2009, students will no longer be able to stay in any IDFM studio: 309A, 304, 306, 307 or 400 unless an IDFM faculty member is present in the building.

#### **CELL PHONE POLICY:**

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Due to recent advances in technology, cell phones, iPods, pagers, etc. will not be allowed out during class time. Cell phones shall not be used for any purpose during class time. Any student with a cell phone in hand or on his or her desk during class time will result in the entire class receiving a 15 point pop-quiz. The quiz will be added to your grades and cannot be made up if you are not present when the quiz is being administered. The quiz questions will be over whatever the instructor deems appropriate for that day.

#### **LAPTOP POLICY:**

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Using a laptop to take notes or do class assignments during class can be very effective. However, due to classroom system "Net-OP" instructors cannot access your laptop to help you. Therefore, leave your laptop at home. Also, be aware that some software such as Revit, and some adobe products update on your system and not WKU's on a regular basis. This will cause you to be unable to open your work on lab computers. It is best to use your time in studio and classes wisely.

#### **OTHER INFORMATION:**

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Smoking, eating and drinking is not permitted in the classroom and studio/sample rooms. Trash receptacles are provided in each classroom for trash needs. Please do not use desk drawers as trash receptacles. Cutting boards shall be used when cutting with a Xacto knife. Under no circumstances are you to use tabletops or flat file top as a cutting surface. Everyone is responsible for cleaning up and/or replacing materials used in class. **Entire class receives a 15 point penalty from final grade for not meeting this requirement for each incident**

#### **ACADEMIC HONESTY:**

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Refer to the Western Kentucky University Student Handbook for Academic Honesty policy. Academic dishonesty includes, but is not limited to:

- Cheating;
- Plagiarism;
- Presenting the work of others as one's own;
- Receiving or giving assistance not authorized by the instructor in taking a test or quiz;
- Receiving or giving assistance not authorized by the instructor in preparation of any assignment submitted for grade determination;
- Use of unauthorized materials or aids during examinations.

#### **SEXUAL HARRASSMENT:**

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Refer to the Western Kentucky University Student Handbook for Sexual Harassment policy.

#### **IF YOU NEED HELP:**

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If you have questions or concerns or find certain materials or assignments difficult please contact me by e-mail or come by during my office hours. If you are unable to come during my scheduled times, call me to arrange an appointment. If you have a special need that may require assistance or accommodation, please let me know as soon as possible. You need to provide documentation; then, we'll work to make reasonable accommodation. Students with Disabilities who require accommodations must contact the Office for Student Disability Services, Room 101, and Garrett Conference Center. The OFSDS phone number is (270) 745-5004 V/TDD.

### **CHANGES STATEMENT:**

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The instructor reserves the right to make changes to the syllabus and/or assignments during the semester. As chances for educational opportunities present themselves, we reserve the right to require students to be present for field trips or seminars. If a student cannot complete the trip or seminar an alternative assignment will be given. The alternative assignment will consist of a 10 to 25 page paper on the subject related to the opportunity. Changes will be discussed in class, along with a follow up e-mail for record.

### **WRITTEN PRESENTATION SKILLS:**

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All presentations must be electronically generated. For examples no crayons, no markers, no poster boards, no spray adhesive or Elmer glue/sticks, no scrapbooking materials, etc. Acceptable formats include tri-fold presentation boards, rubber cement, PowerPoint, word processed captions and headings, and all cutting must be exact and neatly mounted.

### **CITING REFERENCES FOR ASSIGNMENTS:**

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All written work must include APA citations. Links are available through the TAM Organization tab in Blackboard website. Failure to comply with set and stated standards will result in a grade of zero (0). A one (1) week grace period will be given for resubmission. Resubmitted work will be eligible for a grade of no higher than 85%.

### **WKU ID PROGRAM RIGHTS:**

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The Program may request any student project whether it is for display, accreditation, archive, documentation or any other educational or legal purpose. In addition, the program reserves the right to reproduce and publish images of any such student work in collegiate publications, printed or electronic, for the purposes of research, scholarship, teaching, publicity and outreach, giving publication credit to the creator/student.

### **EVALUATION:**

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Exams and/or quizzes will be used to evaluate your understanding of the course material. The testing (exams and quizzes) schedule is located on the tentative daily schedule, but unscheduled quizzes may be given to assess your understanding of the chapter materials. Please come to class having read the chapter we are covering. Exams and quizzes may include various question formats.

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|-------------------|------|
| Daily Assignments | 100% |
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### **GRADING SCALE:**

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|               |   |
|---------------|---|
| 90-100%       | A |
| 80-89%        | B |
| 70-79%        | C |
| 60-69%        | D |
| 59% and Below | F |

## Schedule

| Week    | Activity                          |
|---------|-----------------------------------|
| Week 1  | Working with grid                 |
| Week 2  | Working with text and backgrounds |
| Week 3  | Love letters                      |
| Week 4  | Working with lace                 |
| Week 5  | Horror poster                     |
| Week 6  | Double exposure                   |
| Week 7  | Spring Break                      |
| Week 8  | Interwoven stripes                |
| Week 9  | Gogo effect                       |
| Week 10 | Retail wall                       |
| Week 11 | Rendered floor plan               |
| Week 12 | Rendered schematics               |
| Week 13 | Rendered schematics               |
| Week 14 | Men's store                       |
| Week 15 | Men's store                       |
| Final   | Final                             |