

WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Concept Development

COURSE NUMBER: DSN 220

I. MAJOR INSTRUCTIONAL OBJECTIVES :

Objective A: Understand and participate effectively in a group using a problem solving process.

- A-1 Organize and present information in a group setting
- A-2 Propose reasons and defend them in a group setting
- A-3 Identify role and responsibility for team members
- A-4 Communicate information in a logical manner

Objective B: Comprehend and display knowledge of the basics of good design.

- B-1 Use pencils and paper to create visual images for communicating group concepts
- B-2 Examine basic elements and principles of design
- B-3 Identify and illustrate design in a group project
- B-4 Recognize the significance of the psychology of color and how it affects advertising,