

LAST REVIEW: 2008-2009

NEXT REVIEW: 2013-2014

STATUS: A

COURSE TITLE: Intro to Graphic Design

COMMON COURSE NUMBER: GRA 2190C

CREDIT HOURS: 4

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

(Voc. Course ONLY)

Lecture: 32

Lab: 64

Clinic:

Other:

PREREQUISITE(S): ART 1201C, ART1300C

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION *(750 characters, maximum)* **This course is an introduction to the theory, practice, materials, techniques, and production methods used in the graphic arts, pointing out how various layout techniques lead to a printed piece. Intended for art majors who wish to pursue a BFA degree in graphic design or want to seek entry level employment.**

General Education Requirements – Associate of Arts Degree (AA), meets Area(s):

General Education Requirements – Associate in Science Degree (AS), meets Area(s):

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s):

UNIT TITLES

- 1. Design Principles - Fundamentals**
- 2. The Design Process – Creative Problem-Solving**
- 3. Layout Skills**
- 4. Graphic Arts Production and Terminology**
- 5. Understanding and Using Typography**
- 6. Computer Use in the Graphic Arts Industry**
- 7. Critiques and Assessments**

EVALUATION:

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

Upon successful completion of this course, the students should be able to apply the fundamental principles of good design, professionally, and creatively; solve design problems by initiation, developing, and designing commercially applicable projects in a graphic design manner; understand and become adept at using the language of graphic design and production to communicate design concepts and production requirements; analyze and evaluate the aesthetics, content and design of their own as well as fellow students; work; utilize typographic elements in layouts which accomplishes both design and communication objectives while demonstrating creative solutions to design problems; demonstrate a working competence using the traditional tools of the graphic arts industry; and demonstrate a working competence with industry specific application software.

**** Complete the following only if course is seeking general education status ****

GENERAL EDUCATION Competencies and Skills*:

Please highlight in green font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	
2. Speak and listen effectively	
3. Write clearly and coherently	
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	
5. Demonstrate and apply literacy in its various forms: <i>(highlight in green ALL that apply)</i> (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental)	
6. Apply problem solving techniques to real-world experiences	
7. Apply methods of scientific inquiry	
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	
10. GroupWise Messenger.Ink Collaborate with others to achieve common goals.	
11. Research, synthesize and produce original work	
12. Practice ethical behavior	
13. Demonstrate self-direction and self motivation	
14. Assume responsibility for and understand the impact of personal behaviors on self and society	
15. Contribute to the welfare of the community	

UNITS

Unit 1 Design Principles - Fundamentals

General Outcome:

- 1.0 The student shall develop a working understanding of fundamental design principles**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Understand and apply fundamental design principles, such as visual and intellectual unity, visual dynamics, balance, and gestalt principles (similarity, proximity, continuation, closure, and figure/ground)**
- 1.2 Explain how historical conventions have affected graphic design solutions**
- 1.3 Describe how cultural/societal influences have affected graphic design and how to incorporate examples of them into successful design solutions**
- 1.4 Determine the appropriateness of particular designs intended for a specific client/audience**
- 1.5 Recognize the importance of communication to the field of graphic design and arrange elements of design into the proper hierarchy of information in order to achieve communication goals**
- 1.6 Explain the importance of an organizational grid and construct one suitable for achieving unity in a layout**

Common Course Number: ART 2190C

Unit 2 The Design Process – Creative Problem Solving

General Outcome:

- 2.0 The student shall enhance their understanding and application of the creative process.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1 Complete and use research as a tool to develop creative solutions to design problems**
- 2.2 Develop ideation skills and habits to enhance the evolution of a concept**
- 2.3 Magnify creative thinking abilities and explore the use of creative teams in the field**
- 2.4 Apply the importance of understanding the purpose of a design and its market relevance**
- 2.5 Express content appropriate to the client's needs**
- 2.6 Apply an understanding of how personal, historical, and cultural context influences a design**
- 2.7 Begin to synthesize a personal style into each design**

Common Course Number: ART 2190C

Unit 3 Layout Skills

General Outcome:

3.0 The student shall improve layout skills.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Use appropriate layout principles and practices on the computer**
- 3.2 Explain the theory and applications of various layouts requirements**
- 3.3 Develop improved skills at visual differentiation**
- 3.4 Develop improved hand/eye coordination skills**
- 3.5 Coordinate the various uses of type in a layout**
- 3.6 Use white space as a design element**

Common Course Number: ART 2190C

Unit 4 Graphic Arts Production and Terminology

General Outcome:

4.0 The student shall demonstrate their competency in print production.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

4.1 Identify historical printing methods

4.2 Explain modern printing processes

4.3 Apply necessary photomechanical understanding to produce successful designs

4.4 Employ required pre-press production methods to produce successful designs

4.5 Utilize post-press production knowledge to ensure successful completion of jobs

Common Course Number: ART 2190C

Unit 5 Understanding and Using Typography

General Outcome:

5.0 The student shall utilize typography in design.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

5.1 Identify terminology relevant to typography

5.2 Analyze the conventional use of type in graphic design

5.3 Describe and apply the principles of quality typographic design to exercises and projects

5.4 Develop creative solutions to typographic problems

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Unit 6 Computer Use in the Graphic Arts Industry

General Outcome:

6.0 The student shall utilize computers in design.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

6.1 Demonstrate proficiency in the use of hardware used in graphic design

6.2 Demonstrate proficiency in the use of software used in graphic design including photo editing program (i.e. Photoshop), drawing program (i.e. Illustrator), and page layout program (i.e. Quark or InDesign)

6.3 Create designs directly on the desktop

6.4 Build a professionally designed document on the desktop, accurately and quickly

6.5 Incorporate digital pre-press production to ensure quality output

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Unit 7 Critiques and Assessments

General Outcome:

7.0 The student shall evaluate the work of the past, their own efforts, the work of their peers and professional works.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 7.1 Develop a vocabulary of art terminology and concepts that allow students to critique graphic design**
- 7.2 Provide awareness of criteria that will allow them to identify, evaluate and incorporate significant works for master designers of the past into their own repertoire**
- 7.3 Participate in viewing of professional works**